# PRINTERS INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE St., NEW YORK.

VOL. XI.

NEW YORK, August 15, 1894.

No. 7.

## THE ADVERTISING VALUES OF

## The St. Louis Republic

HAVE INCREASED TEN PER CENT JULY, 1894,

Daily Average Sold in July, 1894,				56,568
Daily Average Sold in July, 1893,				51,757
Daily Average Ga	in,			4,811

## JULY CIRCULATION, 1894.

St. Louis, July 31, 1894.

Chas. W. Knapp, General Manager of the ST. LOUIS REPUBLIC, being duly sworn, says the actual number of full and complete copies of the DAILY and SUNDAY REPUBLIC printed during the month of July, 1894, all in regular editions, was as per schedule given below:

Davs.	Copies.	Days.		Copies.
1	*69,100	17		57,260
2	54.470	18		57,330
3	55,860	19		57,300
4	F W 0 40	20	***********	57,610
5	FO 000			
6	FW 000			
7	OS FAR	23		55,820
	*76,540	24		56.540
9				
0				
2				
3			**********	
	64,220	30		56,010
	*72,990	31	***********	56,250
6	58,290			
Tota	al for month		1.874.8	00
** L	ess deductions		121.1	73

** Less deductions	121,173
Total sold	1,753,627

\*Sunday. \*Sunday. \*All copies spoiled in printing, left over and returned unsold are deducted, so as to give the net circulation reaching actual readers. CHAS W. ENADD.

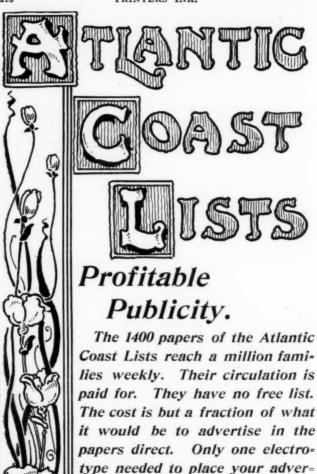
CHAS. W. KNAPP.

(Seal.) Sworn to and subscribed before me this thirty-first day of July,
1894.

Notary Public, City of St. Louis, Mo. My term expires September 7, 1894.

RATES QUICKLY FURNISHED BY

THE REPUBLIC, ST. Louis, Mo.



134 LEONARD STREET, NEW YORKS

tisement before the country people of the entire Atlantic Slope.

EO.R.HALM DES

## PRINTERS' INK.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

Vol. XI.

NEW YORK, August 15, 1894.

No. 7.

#### PATENT MEDICINE IN GERMANY.

to hear that Germany has also patent medicines, but yet between the patent medicines of Germany, and, for in-stance, England, there is a consider-German patent medicine regulations, which are of a very stringent nature, In England patent medicines are practically protected by the governmental stamp; in Germany the government makes every effort to entirely uproot this class of medicines.

In the first place, secret medicines are not at all allowed to exist. Of each remedy the exact composition must be stated, and the compound must not only contain no poisons in the true sense, but even not have the smallest addition of any drug which is considered as powerful, like opium, calomel, cherry, laurel water, chloroform and others.

But this is not the only restriction which exists to the detriment of the patent medicine manufacturers. which is looked on as referring to a patent medicine.

Besides this, the government and the local police and the health authorities do their best by publicly warning people not to use certain patent or quack remedies, which are then officially destance, is far above the true value of made known. the constituents, and that three pence would-be benefactor's (namely, the pat-

wine, liquorice lozenges, pepsin essences and the like, whose therapeutic From the British and Colonial Druggist. effect cannot be denied, appear as pat-It will not be surprising to the reader ent medicines, together with remedies of old standing, formerly so well advertised that they are still well known and in favor with the general public.

The patent medicine vender has to able difference. That there is such a circularize persons direct by letter or difference is the consequence of the pamphlets to obtain a good sale for his goods, and it is evident from this that it is not alone capital which is required to push patent medicines in Germany, but that a lot of details must be observed which will only be known to those who are perfectly familiar with the ins and outs of the regulations on this subject.

How risky it is even for the pharmacist to advertise anything to cure has come under notice only a very few days ago. The recommendation of some cholera drops, consisting of only those drugs which were officially recommended-as hydrochloric acid and port -in a daily paper, had as a consequence an announcement of the public prosecutor, in which the people were warned against this sort of imposture, The as no guarantee existed that these patent medicine must not be advertised remedies would really prevent cholera in the daily press, and the publishers when administered. Fortunately, in of newspapers are prosecuted and heav- this case, the public prosecutor's supeily fined if an advertisement appears rior quashed this indictment, which certainly did the druggist, in the eyes of his regular customers, no good, but threw a certain doubt upon his charac-

If we consider what chances foreign patent medicines have in Germany, it will be noticed at a glance that only nounced as consisting of practically certain medicines can at all be pushed, nothing which would do any good in as preparations with powerful drugs curing or improving certain diseases. are entirely excluded, and many of the Further, it is pointed out that the others want a good deal of judgment charge of two-and-six pence, for in- as to how they are brought out and

Of course, there is always a certain is about a proper equivalent for the demand for English specialties, which are asked for not only by Englishmen, ent medicine manufacturer's) draught, but also by Germans, who get used to The consequence of this is that only some of the English proprietary medigalenical preparations, such as cocoa cines. Many of these are often more

in demand in Germany than in their home country. Especially in large towns the "apotheker" keeps a good assortment of English patent medicines, but of course they are not specially pushed by the chemist, but only

sold when asked for,

Taking everything in consideration, Germany is not a good field for the British manufacturer of proprietary medicines, as full knowledge of the "Fatherland's" peculiarities is neces-sary to make an English patent medicine pay over here.

#### THE CLASS JOURNAL PRESS.

The short essays and catalogues appearing in PRINTERS' INK from week to week, and intended to aid advertisers in making a judicious selection of the separate classes of papers dealt with, will eventually be published in book form. All newspaper facts and statistics are from the American Newspaper Directory for 1804.

#### HOUSEHOLD.

These journals, 56 in number, are regarded with more than usual favor by advertisers and are believed to possess especial facilities for reaching the homes of the people. They are really magazines and nearly all are issued monthly.

In this and the following lists circulations to which the asterisk is attached may be relied upon absolutely.

All papers credited with a circulation of more than 1,000 each issue are as follows:

WEEKLY.	
New York, N.Y.; Am. House & Home	4,000
SEMI-MONTHLIES.	
Springfield, O.: Farm and Fireside	
Ladies' Home Companion	141,995*
Minneapolis, Minn.: Housekeeper	75,000
Louisville, Ky .: Home and Farm	40,000
MONTHLIES.	
Philadelphia, Pa.: Ladies' Home Jour.	690,403*
New York, N. Y.: Ladies' World	349,142*
Illustrated Home Guest	20 ,166*
Portland, Me.: Prac'l Housekeeper	150,773*
Chicago, Ill.: Household Guest	125,000*
Boston, Mass,: Household	86,000*
Home	75,000
New York, N. Y .: Housewife	75,000
Springfield, Mass.: Good Housek'p'g	55,000*
Providence, R. I.: Home Guard	40,000
St. Louis, Mo.: Home Circle	40,000
Springfield, O.: Womankind	32,333*
Caro, Mich.: Home Life	30,000*
Columbus, O.: City and Country	20,000
Lynn, Mass.: Ingall's Home and Art	
Magazine	20,000
New Haven, Conn.: Modern Queen.	20,000
Philadelphia, Pa.: Home Queen	20,000
Bloomington, Ill.: Home Circle	17.500
Boston, Mass.: Household Comp'n	17,500
Chicago, Ill.: Home World	17,500
Cedar Rapids, Ia.: Kvinden Og	
Hjemmet	16,000*

St. Louis, Mo.: Woman's Farm Jour.	15.166*
Cleveland, O.: Household Realm	12,500
Easton, Pa.: Am. Hearthstone	7,500
Rochester, N. V.: Fireside Reveries.	7,500*
Springfield, Mass.: Domestic Journal	5,000
Chicago, Ill.: Home Art	4,000
New York, N. V.: Daheim	4,000
Philadelphia, Pa.: Household Journal	4,000
Topeka, Kan.: Farmer's Wite	4,000
New Orleans, La.: So, Home Comp'n	3,167*
Cleveland, O.: Old Homestead	2,250
Delaware, O.: March of Progress	2,250
Louisville, Ky.: Health and Home	2,250*
New York, N. Y .: Household Topics	2,250
Motherhood	2,250
Philadelphia, Pa.: House and Home.	
	2,250
BI-MONTHLY.	

Camden, N. J.: How..... These 43 journals have an aggregate circulation of 2,695,786 each issueprobably a higher average than is made

by any other class.

The Philadelphia Ladies' Home Journal is known everywhere, and wherever known it is a favorite. Curtis knows how to publish and Mr. Bok how to edit in the best way and to the greatest satisfaction of the largest number of readers. It is a marvel of typography, information and literary merit.

The Springfield, Mass., Good Housekeeping is unsurpassed in its particular departments and its class of readers. They are of the very best and so is the magazine.

#### FASHIONS.

The papers of this class, in nearly every case, are intended for women, although two at least are devoted to "fashions for men," and others are intended primarily for dressmakers and milliners. They number 24 in all, are generally well printed, profusely illustrated, make claim to some literary ability and have an unusually large circulation.

Those credited with more than I.000 each issue are as follows:

2*	WEEKLIES,	
6*	New York, N. Y.: Harper's Bazar	
3*	Vogue	7,500
*	MONTHLIES,	
*	New York, N. Y.: Queen of Fashion.	98,858*
0	Delineator	75,000
0	Demorest's Family Magazine	75.000*
*	Modes and Fabrics	75,000
0	Toil-ttes	40,000*
0	Domestic Monthly	20,000
3*	Fashion and Fancy	20,000
*	L'Art de la Mode	20,000
0	Le Bon Ton	20,000
	Season	20,000
0	La Mode de Paris	18.000*
0	Jenness Miller's Illustrated Mthy.	
0	Paris Album of Fashions	13,000*
0	Chicago, Ill.: Young Ladies' Bazar	12,500
0	New York, N. V.: La Mode	10,000*
0	French Dressmaker	8,000*
	Ladies' Standard Magazine	7,500
*	Jour, of Fashion and Tailoring	2,250

	OUARTERLY.	
New York, N.	V.: Milliners' Guide	2.250

Harper's Bazar is an acknowledged leader of fashion, read by the higher classes everywhere. Vogue is handsomely printed, well edited, deservedly popular, especially in New York City, and is still gaining ground and intelligent readers.

#### CULINARY AND CATERING.

These journals are devoted to "Cookery, Hotel and Household Interests," information covering "the cost of foods, bills of fare, etc." There are six of them. One only, in magazine form, is accorded a circulation of more than 1,000, viz.:

Philadelphia, Pa.: Table Talk...... 7,500

SPORTING, ATHLETICS, CYCLING AND
ROAD MAKING.

These are all matters of such general interest in the present age that they are discussed most intelligently in the daily and other secular papers. It is not strange, therefore, that there should be comparatively few class journals representing them. Still, we find 61 making a specialty of Sports, 24 of Athletics and 1 of Road Making.

All credited with a circulation of more than 1,000 each issue are as follows.

TOHOWS.	
WEEKLIES.	
New York, N. Y .: Nat. Police Gazette	75,000
Boston, Mass.: Bicycling World	30,000
St. Louis, Mo.: Sporting News	20,000
Chicago, Ill.: Clark's Horse Review	17,500
World	17,500
Philadelphia, Pa.: Sporting Life	17,500
New York, N. Y.: Clipper	12,500
Spirit of the Times	12,500
Turf, Field and Farm	12,500
Chicago, Ill.: American Field	7,500
Horseman	7,500
Sports and Amusements	7,500
Indianapolis, Ind.: Western Horseman	7,500
Lincoln, Neb.: Western Resources New York, N. Y.: Forest and Stream lilustrated News.	7,500
New York, N. Y.: Forest and Stream	7,500
lilustrated News	7,500
Rider and Driver	7,500
San Francisco, Cal.: California World	7,500
Cleveland, O.: American Sportsman	5.500
Philadelphia, Pa.: Cycling	4,680
Boston, Mass.; Amer. Horse Breeder.	4,000
San Francisco, Cal.: Breeder & Sports-	
	4,000
Louisville, Ky .: Southern Wheelman.	3,000
Bunale, N. Y.: Horse World	2,250
Chicago, Ill.: Bearings	2,250
Referee. New York, N. Y.: Bowling and Cy-	2,250
New York, N. Y .: Bowling and Cy-	-
cling Gazette	2.250
Shooting and Fishing	2,250
Wheel and Cycle Trade Review.	2,250
Philadelphia, Pa.: Amer. Athlete	2,250
Detroit, Mich.: Horse News	2,000
Buffalo, N. Y.: Horse Gazette	1,000
SEMI-MONTHIJES,	

#### MONTHLIES.

New York, N. Y.: Outing	40,000 20,000 20,000* 7,500
Horse Owner	4.000 4,000*
Wallace's Monthly Kalamazoo, Mich.: Amer. Fish and	4,000 2,250
NewYork, N. Y.: Amateur Sportsman American Angler	2,250 2,250 2,250
Watertown, N. Y.; Rudder, Sail and Paddle.	2,250
Milwaukee, Wis.: Pneumatic	1,500*
THE PART OF THE PARTY.	

These two classes are closely united in the journals representing them; but 54 appear to be devoted more exclusively to Music and 14 to the Drama. The Musical journals act both as critics and teachers, the Dramatic ones especially as critics.

All credited with a circulation of more than 1,000 each issue are as follows:

## WEEKLIES. New York, N. Y.: Dramatic Times .. 21,824\* Dramatic Mirror.

Dramatic Mirror	17,500
Clipper	12,500
Musical Courier	7.500
San Francisco, Cal.: Calif. World	7,500
Seattle, Wash.: Dramatic Star	2,500*
Chicago, Ill.: Indicator	2,250
Presto	2 250
New York, N. Y .: Am. Art Journal	2,250
Amusement Gazette,	2.250
Freund's Musical Weekly	2,250
Music Trade Review	2,250
MONTHLIES.	
New York, N. Y.: Woodward's Music-	
al Monthly	20,000
Philadelphia, Pa.: Etude	18,000*
Lafayette, Ind.: Echo	17,500
New York, N. V.: Musical Echo	16,500*
Boston, Mass.: Trifet's Galaxy of	10,500
Music	16,144*
Music St, Louis, Mo.: Kunkel's Musical Re-	
View	12,500
Boston, Mass.: Folio	8,000*
Chicago, Ill.: Song Friend	7.500
New York, N. V.: Metronome	7,500
Cincinnati, O.: Musical Messenger	5,000*
Boston, Mass.: Galop	4,000
New York, N. Y.: Werner's Mag'ne	4,000
New York, N. Y.: Werner's Mag'ne	4,000
Dalton, Ga.: Music Teacher	3,000*
Boston, Mass.: Musical Record	2,250
Chicago, Ill.: Brainard's Mus'l World	2,250
Chat	2,250
Music Review	2,250
Dayton, O.: Musical Million	2,250*
New York, N. Y.: Keynote	2,250
Williamsport, Pa.: Music and Mirth Reading, Pa.: Musical News	2,250
Reading, Pa.: Musical News	1,500*
COCKLY CLIMPS	

#### SOCIAL GAMES.

Buffalo, N. Y.: Horse Gazette. 1,000\*
SEMI-MONTHILES,
Hartford, Conn.: Am. Cyclist 4,000\*
Des Moines, Ia.: Iowa Turi. 3,000\*

Milwaukee, Wis.: Whist. M. 400
Boston, Mass.: Am. Chesk Monthly...M. 800

#### ARMY AND NAVY.

These papers are intended for both the citizen soldier, officers and men of the regular army, veterans and blue jackets and officers of the navy.

The following is a complete list of all accorded a circulation of more than

1,000:

WERKLIES.
Washington, D. C.: Army and Navy
Register. 7,000\*
New York, N. Y.: Army and Navy
Journal 4,000

MONTHLIES,
Nashville, Tenn.: Confed, Veteran... 7,500\*
Hartwick Seminary, N. Y.: Drafted
Men's Advocate........ 5,400\*
Philade phia, Pa.: United Service... 2,250

New York, N. Y.: Journal of Military Service Institution of U. S.... 2,500\*

Cornwall, N. Y.: N.Y. Mil'y Academy 1,000\*

Of the 25 publications in this list the New York Army and Navy Journal is undoubtedly the representative paper, although others doubtless do print more copies.

GRAND ARMY OF THE REPUBLIC.

This order has at present over 400,-000 members. Each one was a soldier in the Union Army during some part of the Rebellion and proof of his honorable discharge became a prerequisite to his admission into the body.

Under this class 20 papers are published. The following is a complete list of all accorded a circulation of more

than I,000 : WEEKLIES,

Washington, D. C.: Nat. Tribune... 116,520\* Indianapolis, Ind.; Amer. Tribune... 20,000 Utica, N. Y.: Grand Army Journal. 4,700\*

Des Moines, Ia.: G. A. Advocate & Woman's Relief Corps Mag'ne 4,000

New York, N. Y.: Home & Country 20,000 Grand Army Gazette. 4,500\* Beston, Mass.; Grand Army Record 4,000 Winfield, Kan.: Western Reveille. 4,000 Sturgis, Mich.: Cooper '\$CoffeeCooler St. Louis, Mo.: Picket Guard. 1,000\*

#### SONS OF VETERANS.

These papers, 4 in number, are in a way supplemental to the above list. The only one accorded a circulation of more than 1,000 is:

New York now has a Chinese daily. It endeavors to furnish Mongolians with latest news in regard to the war between the Celestial Empire and Japan.

### A Lying Circulation Report.

CASE No. 12.

AGRICULTURAL NEWSPAPER NO. 2.

In the American Newspaper Directory for 1894 the circulation of the Chicago Western Rural is reported: Actual average for the past year, 55.068. The accuracy of this rating was guaranteed, it having been based upon a statement furnished the Directory, emanating from the office of the paper, made in the usual form and properly signed.

Mr. W. Knox Haynes, a Chicago attorney, now furnishes an affidavit in substance: That the Western Rural made an advertising contract with the Price Baking Powder Co. in which a weekly average circulation of 40,000 copies during 1893 was guaranteed. That a suit resulted, during which one Milton George, president and bookkeeper of the Western Rural Company, "admitted and stated that the circulation of said paper had not been, for the year 1893, an average of 40,000 copies, but that it had been less than that amount at all times during that year."

Upon submitting a copy of this affidavit to the publishers of the Western Rural, a reply came, signed "Ferguson & Goodnow," stating. "I am the secretary of the Western Rural Publishing Co. \* "The affidavit may possess some truth, and it may not."

In a second letter from the same firm it is stated, "I consulted Mr. Booth, who had charge of the advertising, and he states that no report has been made to you for the Directory of

1894."
The report, however, bears the signature "The Western Rural, H. W. Booth, Adv. Mgr.," and is dated Nov. 15, 1893. These facts seeming to show that Mr. Haynes had made out his case, the publishers of the Directory thereupon sent him a check for the \$100 reward, as publicly offered in all cases where it shall be shown that the Directory has been imposed upon by an untruthful report.

This is only the twelfth case which has been discovered in the seven years that the offer of the reward has been standing. Curiously the preceding case was also that of an agricultural paper—Farm, Stock and Home, of

Minneapolis, whose editor, Mr. S. M. since the cheaper magazines of the Owen, is said to be the Populist can- Cosmopolitan order came into existence, didate for Governor of Minnesota, and PRINTERS' INK has not been so fortwhose brother, H. R. Owen, signed unate as to come across one of them. the untruthful statement.

The cases in their order in which the \$100 reward has been paid are as

follows:

No. 1. Waukegan, Ill., Gazette.

No. 2. Madison, Wis., Skandinavisk Trib-

No. 3. Prospect, Ohio, Advance,

St. Louis, Mo., Anzeiger des No. 4. We-tens.

No. 5. Atlanta, Ga., Dixie Doctor, No. 6. San Francisco, Cal., Morning Call,

No. 7. Muskogee, Ind. Ter., Our Brother

No. 8. Monon, Ind., News. No. 9. Montfort, Wis., Monitor.

1894. No. 10. Topeka, Kan., Saturday Evening

No. 11. Minneapolis, Minn., Farm, Stock and Home No. 12. Chicago, Ill., Western Rural.

#### NOTHING WRONG WITH THEM.

HEARD RESPESS Co., Engravers and Stereotypers. 216 So. Broad St.

ATLANTA, Ga., Aug. 4, 1894. ]

Editor of PRINTERS' INK:

Am I a "thief" to steal your idea in "A Resolution," or am I not ? HEARD RESPESS.

No one is guilty of theft in taking what he has a right and the permission to take. PRINTERS' INK is a journal for advertisers, and our readers are just as welcome to help themselves to an idea from our advertising pages as from any other portion of the paper.

#### DO THEY ISSUE ANY?

Young Men's Christian Association. DAYTON, O , Aug. 3, 1894. Editor of PRINTERS' INK:

I have been told that the advertiser in Century, and possibly the American magazines circulating largely in England and Colonies, is led to believe that quoted circulation figures include such foreign business, whereas the advertising pages as added in England omit all American advertisers. I will greatly appreciate a brief statement as to whether or not this be true. Respectfully, . E. G. RENTZALER.

The only American magazines having any considerable circulation abroad are believed to be Scribner's, Harper's and the Century. If the publishers of either of these have made a practice of issuing circulation claims of any sort during the year or two that has passed

## ONE ADVERTISEMENT THAT PAID.

200 DEKALB AVE., 4 BROOKLYN, N.Y., August 6, 1894. Editor of PRINTERS' INK :

Although July is known to be one of the dullest months in the year, and July this year duller than ever, the larger retailers in Brooklyn have spent as much money in advertising as they do in the busy season. That the money has not been thrown away is shown by the fact that a specially inviting advertise the fact that a specially inviting advertise-ment in the Sunday papers of the 23d of July brought to the store of Abraham & Straus, between 10 and 11 o'clock a.m., the following day, 314 ladies, 11 children and 16 men. Respectfully, A. H. ASSLUND.

#### HERE IS A NICE SUGGESTION.

KUTNOW BROS., Kutnow's Improved Effervescent Carlsbad Powder, 52-54 Lafayette Place. New York, August 2d, 1894.

Editor of PRINTERS' INK:

DEAR SIR-I noticed the amusing letter DEAR SIR—I noticed the ariusing letter from Scratton, Pa., regarding advertising on the ceilings of barber shops, in your number of the first inst. Could you not suggest to that company the adoption of an idea which will certainly be more startling in its results than anything they promise? Why not print the advertisements on the seats of the barber chairs and have some pins stuck into the seats so that the points are up? Let the unsus so that the points are up; Let the unsuppeting customer drop gently into the chair and see how he will jump and read the ad.
Yours truly,
H. KUTNOW.

#### THE ADVERTISED ARTICLES ARE KNOWN.

KELLEY MOUNT, Printer and Publisher. 132 W. CENTER ST., MARION, O. Editor of PRINTERS' INK :

DEAR SIR-In printing a cook book for a ladies' society of this city, I observe that the persons furnishing the recipes are almost sure to use the names of the articles most widely advertised.

advertised.

For instance, "Use three tablespoonfuls Royal baking powder," "Seal in Mason's fruit jars," etc., etc. Of course, these free advertisements are not allowed to appear in the book, but I assure you that, were it not for the revision of the compilers, the work would bristle with advertised articles.

Truly yours KELLEY MOUNT.

#### BASED ON A PUN.

80 BROADWAY, N. Y., Aug. 1, 1894.

Editor of PRINTERS' INK :

Here is a suggestion for an ad:
""Water! water!" he gasped. He was so
astonished that he could not complete the ejaculation. Dear reader, he had been looking at the announcement of our sale of row-boats, yawls and cat-boats at half price, and what he meant to exclaim was: 'Water bargain.' Smith & Thompson, 178 Main street,' Yours truly, J. F. RICHARDS,

#### THE PROPER THING IN CIRCULAR AD-VERTISING.

Circulars are usually considered inexpensive

advertising, but are they?
I find that shoe dealers are not agreed on

the value of circulars. Some of them tell that circulars pay and pay well, I find that those who believe in the efficacy of dodger advertising are those who cater to the great laboring class. The girl in the mill, the men in the factory are readers of cir-

The fac-simile letter is, to my mind, the most effective form of circular. Process plates are now so easily made, are so reasonable in price, that a dealer can easily send a personal price, that a dealer can easily send a personal letter to each of his customers. The advan-tage is patent at a glance. Any lady who re-ceives an invitation from you to call and ex-amine a new shape or style of shoe feels rather flattered at the special attention she rather flattered at the special accumum so-receives, Word your note to the effect that you have a handsome new style shoe called the —, which embodies beauty, comfort, word wear and reasonable price. You think good wear and reasonable price. You think it would be particularly suitable to her tastes. Then state that it would afford you great pleasure to show her this new shoe, if she will call at your store when down town. Im-press upon her that she will be under no obii-

gation to purchase unless she so desires.

Such a "letter" may be printed in facsimile and sent to every lady in toon, virtually making it a circular, but care must be
taken to have them sealed and two-cent stamps taken to have them scaled and two-cent stamps affixed. I know this doubles the cost of postage, but it is just this point which makes it effective. If it has upon it only one cent's worth of stamp, it will show at once that it is a circular. Do it right or do it not at all.—Boot and Shoe Recorder.

#### FROM THE HAWVILLE CLARION.

We hereby announce, for the benefit of whomsoever it may concern, that hereafter we whomsoever it may concern, that hereatter we will publish no patent medicine advertisements except for cash. We are prompted to this decision by an event, or series of events, which happened this week. Not long ago we took a peek of pills from an Eastern firm in payment for advertising space. Instead of being boxed and labeled, they came in bulk, unnamed and without directions. We began at once to give them away as premiums to new subscribers, generously permitting each per-son to take as many as he could find use for, and as a result several of our most valued patrons lay for several days at the point of death. In our wrath and chagrin we threw the re-mainder of the pills out of the window, only to have them eagerly snapped up by our chickens, most of which soon died. Those fowls cost us thirty-five cents apiece in adverrows cost is tinty-five cents apiece in advertising. As we said before, we will swap no more advertising space for patent medicine. We would even jilt Lydia E. Pinkham if she did not come up with the cash.

#### TRY IT.

If you cannot spend \$1,000 a week in advertising, spend \$500. If you cannot spend so much, spend \$100, and if your business will not allow more than \$10 to be so invested, spend that. Seed will grow just as well when bought in five-cent packages as when bo in bushels.

Remember that novelty is the great charm of advertising. Originality is what the world sighs for.—Philadelphia Public Ledger.

#### A DIFFERENT THING

At first he advertised to get a wife, To be the joy and comfort of his life. And as he was more wealthy far than wise, He got a multitude of prompt replies. The girl he married turned out very bad, And so he tried another kind of ad-He advertised "a wife to give away," But has not got an answer to this day!

#### A HAPPY THOUGHT.

One day, not long since, a citizen of our town was out hunting, and during the day a rain storm came on, and in order to avoid get-ting wet he crawled into a hollow log. When ting wet he crawied into a nollow log. When the rain began to fall the log began to swell, until our friend could get neither way. He thought his end had come, and he thought of all the wrongs he had done, and when he re-called that he had not paid his subscription to the News he felt so small that he crawled right out of the log without difficulty.—Blenheim (Ont.) News.

#### A TOUCHING APPEAL.

The following poetical appeal won for its author, the editor of the Rocky Mountain Celt, the prize of \$1,000 offered for the best appeal poem to newspaper men to pay up their subscription: "Lives of poor men oft remind us honest men won't stand no chance. The more we work there grow behind us big-ger patches on our pants. On our pants, once new and glossy, now are stripes of different hue, all because subscribers linger and don't pay us what is due. Then let us be up and doing; send in your mite, however small, or when the snow of winter strikes us we shall have no pants at all."—Nashville American.

EDITOR-So Mr. Skyzo, of Podunk, has

stopped his paper?
Assistant—Yes. He says it's full of trash and he don't want it.

Editor-Has he paid for it?

Assistant—Yes, one year in advance. Editor—All right, grant the gentleman's quest. It is the aim of the Weekly Regulaequest. tor to suit everybody.-Exchange.

#### MORE ABOUT STREET CAR ADVER-TISING.

POSTAL TELEGRAPH BUILDING, NEW YORK, July 31, 1894.

Editor of PRINTERS' INK :

DEAR SIR-We inclose you a little article written by Mr. George Kissam, in reply to the one of M. Wineburgh's, which was published in PRINTERS' INK, July 18th:

Under a specious attack upon the "full time" car system in yours of the 18th, Mr. Wineburgh in a rather crass manner gives us his opinion of cats, little round peas and righteousness. He gets rather atrabilarious before the finishes and stands on his head with his intellectual gymnastics in a way that is very trying for this hot weather. Doubtless this office effort amused him, and his penny-a-liner was duly complimented on its effect, although the mixture of metaphors and jumble of logic

would lead one to suspect that the weather was responsible for the silly-billy effort. It has been said that "any fool can be an iconoclast," and taking that for truth we may say that any one who has no genius for originating can tilt a lance at a prevailing system, The easiest thing in the world is to point out possible defects, but when it comes to out-doing in results just there this modern Gul-

liver fails.

This article, if it referred only to us, would not challenge a word for our pen—we like to hear the dogs bark, we know that we are going along-but when it embraces in its coning along—but when it embraces in its con-spicuous inexactness railroad officials the country over, then we feel like explaining that the monumental ignorance of these modon the monumental ignorance of these mod-ern "Napoleons of the modern methods of street car advertising" contrasts only with their evident knowledge of "the little round pea and the shell."

Let us "pin it down and dissect it" (what brilliant surgical operation). We are told this must be part of the pinning down pro-cess which causes the snake to hiss; we are told that "three-fourths of the street railroads of America keep no record of their mileage." Whow! Whow!—then this is the little round pea—open your mouth and shut your eyes and take what Wineburgh gives you! Remember this—even the railroad managers of the roads Mr. Wineburgh controls keep no account of their milea.c. This is "a chicken that will come home to roost "perty near the Times Building one of these days.

So, Mr. Wineburgh has no knowledgeone single glint of evidence to give his customers as to the number of miles their advertising travels. That must be the new way!

This is the Carleton & Kissam way. Every

street railroad company we have anything to do with keeps a mileage account and it is figured with detail and exactness. That is the old way !

Then to continue the pinning down process no railroad owns more cars than it has to —"no railroad owns more cars than it has to" on the roads controlled by Mr. Wineburgh. If it owned roo box and roo open cars, of course 200 cars are sold summer and winter, because "the railroad will see that every car runs as many miles in a day as is possible," Highway robbery isn't in it with such logic as this! It must be the new way!

The full time car buyer doesn't buy box cars in summer, nor one cars in winter—sand

cars in summer, nor open cars in winter—sand cars are exempt and what he gets he pays for —no more, no less. There is no shifting of the responsibility on to the railroads, no taking mileage on trust, no paying full price for a car "which may run 15 hours to-day and to-morrow only three." That is the old way.

But here is where the "dissecting process"

comes in—" make a contract to cover the en-tire line, open cars and box cars," whether they run one trip or twenty, the price is the tney run one trip or twenty, the price is the same, whether in the shed or repair shop, the price is the same, pay for all! Take care that you pay; "no railroad weil! run move care than it needs;" any day of any year, but pay for all, pay, pay, Yes, the little round pea is right under the shell. That is the new many. the new way !

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We say, make a contract to cover the "full time" cars; Carleton & Kissam will give it; a time" cars; Carleton & Kissam will give it; a car is taken out in the morning and run continuously for twelve hours. Don't buy all of even the full time cars. Get a list and numbers of every car your advertisement is in, read the directory of street railways in America, published in the Street Railway Journal, and the number of cars owned by each; compare population and cars, and it will be a question that will take care of itself. That is the ald way! is the old way !

To quote from one of Mr. Wineburgh's own no quote from one of Mr. wineburgh s own pamphlets, stolen without cash or credit from Mr. J. E. Powers: Perhaps the old will always be the old, and the new, the new.

Very truly yours,

CARLETON & KISSAM.

#### CLOSING OF E. C. ALLEN & CO.'S PUBLISHING HOUSE.

#### TRANSFER OF THE PERIODICALS FORMER-LY KNOWN AS ALLEN'S LISTS.

One of the Best Advertising Mediums Ever Known.

Having decided to discontinue our periodical publications, as formerly announced, we have sold the several periodicals comprised a lien's Lists to Hon. Samuel W. Lane of Augusta, Maine, who has been at the head of the editorial department of E. C. Allen & Co.'s Publishing House almost from its very inception, and who will continue the publications in a consolidated form, or the publication in a consolidated form, or the publication in a consolidated form, and the publication of the city government, and twice elected mayor, almost unanimously, against his expressed wishes. He now represents the city in the State Legislature. He was among the very first to gain the confidence and personal friendile in a Lists, at the very beginning of his famous career, a confidence which was never shaken through more than twenty years of intimate business relations. We give this perhaps rather lengthy sketch of We give this perhaps rather lengthy sketch of the periodicals formerly known as Allen's Lists, fully confident that our patrons will find the same careful attention to their interests in the future which, in the past, has given to these threwdest and most species of the content of the patrons will find the same careful attention to their interests in the future which, in the past, has given to these threwdest and most species will be a decided and LANE'S (successors to Allen's) Lists nettre field.

WHAT WE PROPOSE TO DO

WHAT WE PROPOSE TO DO. The publications will be consolidated into the following five periodicals:

Golden Moments, Sunshive, Sunshive, The Practical Housekeeper, The National Farmer, Daughters of America,

Daughters of America, to be known hereafter as Lane's (successor to Allen's) Lists. These are the best papers of the Allen Lists, and the smaller and less satisfactory ones are merged in them. It is the very cream of the whole business, and our guaranteed circulation of 29,000 a month goes only to paid subscribers. This circulation we guarantee absolutely, and we have already outered into contracts to insure the already outered into contracts to insure the tabuld be borne constantly in mind that this number represents the paid subscribers to these papers only.

SPECIAL EDITIONS OF LANE'S LIST.

SPECIAL EDITIONS OF LAKE'S LIST. In addition to the 20,000 subscriptions we shall publish large special editions in the autumn and winter months, and this increase of circulation will be permanent, as our plans are laid which will insure the actual doubling of our paid subscription list in less than one year; so that every advertiser entering a contract now will obtain fully a than one year; so take every accretion that carries a contract now will obtain fully a Half Million Circulation at present rates before the year is over.

Owing to the delay caused by the negotiations for transfer of these lists, the forms for September close August 28.

RATES ARE \$1.50 PER AGATE LINE. with 5 per cent discount on three months, 10 per cent discount on six months, 20 per cent on yearly contra ts.

S. W. LANE & CO., Augusta, Maine.

# PITTSBURG PRE55





## ADVERTISING FOR RETAILERS.

## Edited by Charles Austin Bates.

Retail merchants are invited to send advertisements for criticism and suggestion; to ask questions about anything pertaining to retail advertising; to send ideas, experiences and hints for the betterment of this department. PRINTERS INK is a clearing-house for ideas—this is the retail branch.

We are one of the largest advertisers in Illinois. If you have cuts of any mdse which you are selling to us we can use them in our advertisements to both your advantage and

LINTON & BURNAM, ROCKFORD, Ill., July 26, 1894.

Chas. Austin Bates, Egg., care PRINTERS'
INK, 10 Spruce St., New York:
DARK SIR-Inclosed is an ad which sold
goods for us, It is sent to you to have the
weak points pointed out, from your view.
Yours truly,
HENRY S. FISK.

Advt. Mgr. for LINTON & BURNAM.

An ad that sells goods hasn't any weak points. The note at the head of this letter is new, I believe, and good.

This is the way the Atchison Globe

tells of one of its patrons:

"The handsomest of the many special editions Kansas papers have issued in recent years is that of the Atchison Globe, of last Monday. Three months were spent by the editor and his assistants in interviewing the oldest inhabitants, gathering together their pictures, collecting old-time views, The result shows a completeness seldom found in an issue of a newspaper. Editor Howe realized a very handsome profit from the issue, and immediately announced three other special editions, one of which will be devoted to the women of Atchison,"

One of the most interesting sketches in the historical Globe is that of J. Wallenstein, proprietor of the Boston Store at Atchison. Mr. Howe writes of this enterprising man and his meth-

ods as follows:

half the night to the work, as he be- gets and what it costs. By judicious

lieves there is everything in making his announcements attractive and intelligent. His theory is that you can never fool a woman with a dry goods advertisement. A woman knows the usual price of everything in a dry goods store, and a cut price will bring her down town in spite of rain, heat or high water. Almost every day he has something special to offer in dry goods, millinery or cloaks, as the season dictates. His advertisements have long been features of the Globe, and the first thing in the morning the foreman begins to wonder what the Boston Store intends to do. Mr. Wallenstein is liable to appear any morning and want a page; we believe we never knew him to take less than a column. We believe he never advertised a line in the 'locals'; he takes straight display always, and does not believe in working a confidence game to induce people to read his advertisements. paid this office \$150 a month for advertising, but he never grumbles. We believe that during the five years he has been in Atchison his bill with the Globe has never been less than \$60 any month.'

Mr. W. M. Price, advertising manager for Partridge & Richardson, Philadelphia, sends me a number of small booklets and circulars. They are used, I presume, for distribution in the packages that go out of the store.

This is a method of advertising which is overlooked entirely by nine "A good many people believe there out of ten business men and practiced is no profit in newspaper advertising, only by spurts by the other one. except to the newspapers. The Boston Every package that goes out of every Store advertises with as much system store ought to carry something of the as it buys goods. Mr. Wallenstein kind with it. It is a string attached says a well-worded advertisement never to future business. It goes right into fails to bring good results; if he has a the home of an actual buyer. If it is dull day it is because he failed to ad- properly printed it will get attention vertise properly. We have known his every time. Even a dodger under such advertising to fill his store so full that circumstances has weight. This method it became necessary to close the doors. of distribution is absolutely sure. The Mr. Wallenstein writes his own admerchant controls it himself. He vertisements, and sometimes devotes knows just how much circulation he experiment he can determine just about what the effect is.

These productions of Mr. Price's are very good. I think, however, that he has made the very unusual mistake of being too brief. Brevity is better in an ad than it is in a circular. One must be as brief as possible in the newspaper, because he must catch his reader on the fly. He must not risk boring him with a long story. In the case of the package circular this is not true. Packages are opened for an inspection of the contents-a leisurely inspection usually. With the bundles that are carried home this is especially The shopper reaches home very much fatigued. She sits down with examines while she rests. If there's duced from the Chicago Times: an attractive booklet in it, it will be Needn't cut the talk short. Say all you have to say and take words enough to clinch the story.

One of Mr. Price's ideas is a pretty booklet entitled, "Vacation blue Time." In it is a list of outing and traveling requisites. It would have been improved by the addition of prices, but the idea is a good one. Take some special thing each week, for instance, or if you only sell one thing talk about it differently. The best The best possible form for such a circular to take is that of a neat little eight-page booklet without a cover. If economy necessitates it a four-page folder is good, but in either case the printing . and "style" should be correct.

"The deadly parallel" has its uses even in advertising. Out in Logansport, Indiana, Tucker & Young, tailors, use it with embarrassing pertinence in rapping the knuckles of Jacob Herz, a In their 6-inch double competitor. space they reproduce two ads of Mr. Herz', one dated Jan. 3, 1894, in which he says that "No reputable merchant tailor can afford to make a decent suit for \$20 and pay his employees living wages." The other ad is dated July 15, 1894, and says: "Jacob Herz will sell you, for cash only, the best \$20 suit ever made in Logansport."

Tucker & Young are inconsiderate enough to head the two ads with this quotation: "When the devil was sick, the devil a monk would be; but when the devil was well, the devil a monk was he." The closing remarks are: The above advertisements appeared in the Pharso on January 3, 1894 and July 15, 1894. We never mislead the public.

We pay better wages, do better work and

sell cheaper all the time.

It's a secret, but call around and we'll tell you how we do it,

#### TUCKER & YOUNG,

The Popular Priced Pearl Street Tailors.

The only refuge I see for Mr. Herz is in the statement of Ralph Waldo Emerson, "A foolish consistency is the hobgoblin of little minds, adored by little statesmen and philosophers and divines.'

As an example of what can be done in a paper admitting no display, or in the classified columns of any paper, the package on her lap and opens and the following advertisement is repro-

> A seeking a A seeking a piano cannot be said to have gained even a rudiuntary knowledge of the possibilities of the present time unless he has examined the several hundred instructions.

dred
ments offered at LYON & HEALY'S Midsummer
Clearing Sale, corner Wabash av. and Adams st.
You can secure an entirely new instrument of a
well known make
for a very small sum
indeed, for all pianos
not of our regula
marked at a heavy discount Then in slightly
used pianos are a number marked at a neary uncount Then in slightly
used planos are a number
of re ma rk a ble values,
of re ma rk a ble values,
of re ma rk a ble values,
of remark and remarked to the opportentity afforded by this sale.
These planos must be seen
and heard. Among the planos ranging in price
from \$80 up ward for
squares and \$800 upward for uprights
the following makers:
Knabe,
Knabe,
Haleston,
Knabe,
Klimball,
McPhall,
Halmes
Steinway Bauer, McPhail, Emerson, Steinway Decker, Klingman, Lindeman, Vose, New England, Hallet & Davis, Hale, New York Plano Co., Great Union, Behning.

For Any Business-(By R. L. Curran).

## THE FELLOW WHOSE ADS ARE SO FUNNY



must have lots of time to make 'em up; we have not. The best we can do is to say some of our prices off-hand
—we know them well, for
we're kept busy telling them to customers.

For Any Business.

#### We Make A Profit On all our goods, but we try to make it fairly. 000

We don't believe in selling O

one article at cost and put-ting a big profit on another. Try us and we will use you

fairly, and go out of our way to serve you. We have a splendid line O

What can we do for you? 0

> R. D. FARRIS' SON. SOUTH YARMOUTH.

For Shoes-(By J. E. Scanlan).

### Plav The Winner

when you go to the races. Do the same thing here at home. Long headed buyers have the habit of backing Scanlan against the field of competition. They invariably win, for money saved is money gained.

This Week:

Men's Fine \$2.00 Sewed Shoes

at \$1.50.

Women's \$2.00 Kid Button
Shoes at \$1.00.

Misses' Kid Toe Slippers, 50 cents.

For any Business.

## A LONG STRING of FISH

is not carried up a side street.

It's just about as important to LET FOLKS KNOW you've got something good for them as it is to have it to begin on. Wasn't there something said about burying your talent in a napkin? Hav-ing done our duty by securing the goods and calling attention to them, we leave you to do yours by seeing them. For all who visit us we have bargains; for those who don't, sympathy.

WEBSTER, RUSSELL & CO., Plymouth, N.H.

For a Shoe Dealer-(By Jos. B. Mills).

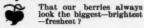
## Bring in Your Feet.

We should like to introduce them to a pair of our "sum-mer shoes,"—you know, those ever popular Russets—They are not those very loud ones, but just the proper color for the seashore or mountain resorts.

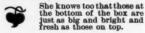
If you wear this shade you will be strictly "in it."
The price, certainly, is reasonable—\$4.00. How does that strike your pocket?

For a Grocer-(By Philip Hamlin).

#### Did you ever notice



#### Your wife has!!



## Do you know why?



It's because we pick 'em over before we put 'em on sale. We don't simply flop 'em bottom side up from one box to another, but

## We throw away



All the green and all the spoiled ones. We lose about two boxes out of every case, but we make up for that in sales, and we get the same prices the other fellows do, no more. Delivered in time for dispersions the same properties the same prices the same prices the same prices dispersions. for dinner or for any other meal.

For a Shoe Dealer-(By Philip Hamlin).

### WE HAD AN IDEA

That those razor toe tan shoes for men would sell at \$6. They didn't— but they've got to sell at some price. We can't keep' em till fall. To-morrow they go on sale

\$4.50

Cheaper than go-ing barefoot and a heap more stylish.

(For China and Glassware).

## Our Advertising is thrown

away

#### If you doubt it.

If you have confidence in our advertisements they will have accomplished their object, and we shall gain a new customer.

We have just received a lot of Glassware — Cake Plates, Berry Dishes, Pitchers, Bon Bon Dishes, Syrup Cups, etc., which we are selling at 13 cents apiece.

Not "marked down to make room for other goods," nor "worth 25 cents each," but worth 13 cents — good heaping value, too.

good heaping value, too.

R. D. FARRIS' SON.

## THE PEOPLE TO IN-

Some time ago Print-ERS' INK reproduced a portion of the first page of the Springfield Republican, showing the curious effect of an attempt to avoid pictures and display type. Mr. Samuel Bowles, the editor, took occasion to regret that a fac-simile of an advertising page of one of the daily papers which admits cuts did not have a place alongside so that the public might observe the comparative merits. A fac-simile of a part of such a page is here shown, taken from the Kalamazoo, Mich., Telegraph. Observe the displayed statement:

This paper circulates in the homes of the people buying the kind of goods you have to sell."

It is interesting to note that although the paper circulates in the homes of these people, yet the advertiser is advised to limit his invitations to receptions at the store. The point would seem to be well made.

Is you want to get the want you want to get, see our want column.—Shoe Trade Journal.



#### NOTHING TO LAUGH AT.

Great Humorist-What, only fifty cents

apiece for these jokes?
Thrifty Editor—Yes, that's all we can afford to pay for jokes; and we can get all we want at that price.

Great Humorist—Oh, you can undoubtedly get plenty of a certain grade of jokes for fifty cents, but I would like to have you know that my jokes are no laughing matter.—New Haven News.

A NEW use for the "coupon" has been discovered by the editor of a country weekly in New York. He makes the following announcement: "Ten cents sent to the Rough Notes office with this coupon will get the editor two summer drinks."

In the United States there are about 1,000 paper mills, whose daily production is 8,000 tous of paper; the greater portion of this is made from wood pulp.—Chicago Lumber Trade Journal,

The local paper that is not owned by a clique of faction is a blessing. Its existence depends on advertising, and the merchant who refuses to patronize it upon the plea that "everybody knows him" is giving his own business a black eye. Advertisements are an evidence of life, public spirit, hope and a disposition to do business.—Caro (Mich.) Advertiser.

"CAIN'S Umbrella Hospital" is the curious sign which a St. Clair street, Cleveland, establishment displays. His windows also announce: "Wm. Cain—Black Eyes Cured; Scratched Faces Painted," If battered umbrellas may be mended, why not battered men?

The non-advertising merchant goes forth to his lair at the rising of the sun, and lo I no man cometh. He standeth around all day like unto a bottle of castor oil, and the people with the sheckel so not into the house. His face is forgotten on the face of the earth.—

Exchange.

#### THE VALUE OF ADVERTISING.

A wealthy man endeavored once to show That fortune comes to those who advertise.
A poor man said, "Twas money thrown away,

And seemed the other's logic to despise.

They argued long, till each to his own view, Unknowing, had the other one converted. The rich man hastened to withdraw his ads, The poor man rushed to have an ad inserted.

A year ago or more is it, I trow, Since those two men thus argued and con-

versed,

One rich, one poor, they still exist to-day; But fortune their positions has reversed. -Yankee Blade.

#### Classified Advertisements.

Advertisements under this head, two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

[ ]SE the Persian Corn Cure.

GOOD HOUSEKEEPING. Ada.

GOOD HOUSEKEEPING. Ads.

THE SOUTHERN MAGAZINE gets Southern

THE ST. NICHOLAS MAGAZINE wants your attention, and deserves it.

USED Columbian postage stamps are bought by E. T. PARKER, Bethlehem, Pa.

To buy or seil newspaper property address N. W. BROKER AGENCY, Dodgeville, Wis. A LL values Columbian stamps (except 3c.) want-ed, CRITTENDEN & BORGMAN CO., Detroit, I LLUSTR'D features for newspapers and advrs. HARPER ILLUSTRATING SYN., Columbus.O.

A GENTS wanted. Samples and terms free, Send 6c. postage. SWANK MFG. CO., Fremont, O. N EW borders for effective advertising display. E.L.SMITH, 180 Washington St., Boston, Mass.

WANTED-Orders, at 10 cents a line, for a weekly family paper; 50,000 circ. proved. O. L. MOSES, 132 Nassau St., N. Y.

W ANTED-A man who can sell as good a news ink for 20 cts. a pound as I can for 4 cts. WM. JOHNSTON, 10 Spruce St., N. Y. City.

PROOFREADER or telegraph editor. Man of wide experience to edit copy, write heads, read proof, etc. "THOROUGH," care of Printers' lnk.

M ORE newspaper men to know the saving of time, labor and money caused by the prep-aration of copy on the Remington Typewriter. 277 Broadway, New York.

TO editors in Iowa, Minnesota, Missouri and west to coast: Have you a bustler to work county for advertising ! No outlay. Newscheme. Big money. Box 230, Sidney, Iowa.

66 SMALL TALK ABOUT BUSINESS!"

66 SMALL TALK ABOUT BUSINESS" guides you to financial safety. Paper 40c., cloth 75c. Our catchy booklet tells about it and mailed free. FREMONT PUBLISHING CO., Fremont, O.

FOREMAN of composing room. First-class printer, thoroughly reliable and competent in every way; can handle anything up to 3-page daily; neat workman, careful manager. Reasonable terms. "FOREMAN," care Printers' lnk.

W ANTED-Position on good live newspaper of the brown of the control of the contro

RELIARLE correspondents wanted at every county seat where we are not now repre-sented. Men connected with local press prefer-red. Send references and stamped envelope for particulars. Only wide-waske insilers need particulars. The TRADE & INDUSTRIAL PRESS, 98 Fet., Washington, D. C.

A DVERTISHOS ONLICITORS, printerwand publishers, for years ideal Masterpieces has been the finest limitarted advertising sheet on the paper publishers will find it an elegant sheet to the paper publishers will find it an elegant sheet to use as a Christmas supplement, and merchants and advertising agents for fall and holiday trade. We sell to but one party in a place. Send stamp for sample copy and prices. GRIFFITH, AXXIII.42 (A.A.) EU., embosers, Elvjoke, Mass.

stamp for sample copy and prices. GRIFFITH, AXTELLA CADY CO., embossers, Holyoke, Mans.

1 O ADVERTISERS AND ADVERTISEMENT
WRITERS—Would it not be of some value to you to have some competent person outside of your own setablishment criticise your ads before they are inserted! Some one who could put himself into the position of the avorage and the setablishment of the position of the avorage enough about ads to point out weak spots in matter and manner (if there are any). Undoubtedly such service would be of some value, and that is just what I offer to do. I am not an expert ad writer; have written very few ads, and the service would be of some value, and that is just what I offer to do. I am not an expert ad writer; have written very few ads, and when I see one, and I am quite sure I know a poor ad when I see it. I have had over seventeen (?!) years' experience in handling ads of almost all kinds, in the office of a weekly of worldwide reputation, with the largest circulation of to work done for others, but I shall be giad to criticise one ad free for any one wishing it. After the first ad I shall, of course, expect a small fee, but in no case will I accept a fee unless you think that you have received full value for it. If you are interested in this scheme, send in your and you will be presented the your and you when you will be you are not you will be you are you will be y

SPECIAL WRITING.

GIVE the editor a rest. He needs it. My "ed. copy" helps the locals. G. T. HAMMOND, Newport, R. I.

ADVERTISING NOVELTIES.

A DVERTISING rates invariable in ST. NICH-

S EWING machines will boom your circulation. Write for particulars and prices. FAVORITE MFG. CO., 343 Wabash Ave., Chicago, Ill.

CLOCKS—All kinds, from the humble alarm to the stately "Grandfather." Special designs made to order. H. D. PHELPS, Ansonia, Conn.

Time saver, the latest copyrighted advertising novelty. Exclusive right in a city to first comer. Samples, 2c. Permanent. LANDON PTG. Co., Columbus, Ohio.

FOR the purpose of inviting announcements rof Advertising Novelties, likely to benefit reader as well as advertiser, I lines will be in-serted under this head once for one dollar.

NEWSPAPER INSURANCE.

NSURE present and future business by using ST, NICHOLAS.

ILLUSTRATORS AND ILLUSTRATIONS.

ST. NICHOLAS.

FOR magazine illustrations, H. SENIOR & CO., 10 Spruce St., N. Y.

SOLID TYPE talks in GOOD HOUSEKEEPING. Illustrated ads show excellent.

SOLID TYPE talks in GOOD HOUSEKEEPING. Illustrated ads show excellent.

DRAWINGS and designs for advertising and illustration. E. LUTZ, East Andover, N. H.

BILLPOSTING AND DISTRIBUTING. H. JOHNSTON, advertising distributor. 1831 Franklin Ave., St. Louis, Mo.

#### SUPPLIES.

VAN BIBBER'S Printers' Rollers

ZINC for etching. BRUCE & COOK, 190 Water St., New York.

A DVERTISING supplies business when nothing else will. Try ST. NICHOLAS.

66 STRONG SLAT" cases, wood type and berders. My prices will suit customers. HEBER WELLS, 187 William St., New York.

'HIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., L'vd, 10 Spruce St., New York. Special prices to cash buyers.

CIRCULAR letters reproduced and addresses inserted \$7.50 per H. Experts can scarcely tell it from genuine typewriting. G. P. VAN WYE, Masonic Temple, Chicago.

")APER DEALERS - M. Plummer & Co., 41
Beekman St., N. Y., sell every kind of paper
used by printers and publishers at lowest prices.
Full line quality of Printers' Ink.

| ARD times prices for printing. Good linen paper, per 1,00: Letter heads, \$2.00; note heads, \$1.00; ib lil heads, \$1.00; circulars, \$5/x11, \$2.20; \$5/x25/, \$1.00; \$3/x25/, \$0c., in lots not less than 5,00. Express prepaid. ALBERT B. KING, 87 William St. N. Y.

#### BOOKS.

DANGER SIGNALS, a manual of practical hints for general advertisers. Price, by mail, 50 cents. Address PRINTERS' INK, 10 Spruce St., New York.

A DVERTISEMENT composition, comment and criticism. An 80-page pamphlet, giving 88 designs for setting one advertisement, list of competitors, report of judges of award in competition, and letters referring to concess. Better period, and the setting the concess. Better the concess of the setting the concess. Address INLAND PRINTER CO., 312-214 Monroe 85.

#### FOR SALE.

A DVERTISING space in ST. NICHOLAS.

S 1 BUYS 4 lines. 50,000 copies proven. WOMAN'S WORK, Athens, Ga.

30,000 LETTERS, '90 and '98. A. B.

A LL or half interest in a well-established evening paper. City of 30,000 people. Address "J. H.," care Printers' Ink.

ORSALE—Paying independent country weekly of 1,000 sworn circulation, in best section of Illinois. C. A. MURDOCH, Abingdon, Ill.

H ANDSOME illustrations and initials for magazines, weeklies and general printing, 50, per inch. Sample pages of cuts free. AMERI-CAN ILLUSTRATING CO., Newark, N. J.

FOR SALE - Complete job office outfit; 7x11
Gordon press, is in. cutter. display type, cases, stands, etc.; cost 5200. Will sell for \$150
net cash. List of items sent on application. Address M. M. CO., Box 1562, Philadelphia, Pa.
MIDSUMMER. SALE OF SECOND-HAND

MIDSUMMER TALE OF SECOND-HAND PRESSES.
During the "bard times" we will sell rebuilt presses at prices that will be hard for us but easy for you. Write for "bard times prices" and we will answer promptly. "HE BABCOCK PRINTING PRESS MFG. CO., 5-10 Tribune Bidg., New York City and New London, Com-

DAILY NEWSPAPER FOR SALE—The only Democratic morning daily in a city of 80,000 population can be bought for half its real value. Established over 40 years, and doing a paying bundenses. Have the best reasons for selling. Exclusive United Press Franchise. For particulars address "B. D. H.," Printers Inc.

MIDSUMMER SALE OF SECOND-HAND PRESSES. Bard times" we will sell rebuilt presses at prices that will be hard for us but easy for you. Write for "hard times prices" and we will answer promptly. THE BABCOCK PRINTING PRESS MFG. CO., 9-10 Tribune Bidg., New York City and New London, donn.

FOR SALE \$41,700 cash buys it, The only Demcoratic daily in Fifth Wisc Cong. Dist.; daily and weekly editions. City and county Democratic; pop. of city, 21,000. Have city printing contract worth \$1,200 cit,000; nine months yet to run; certainty of renewal. County tax lists sidering the times. Subscription lists can be largely increased in both city and county by thorough can awasing, which, for want of time, I have not been able to do. Same is true about job work. Must sell because my ontre time is demanded by cither interests. This is not a you haven't the money to pay down, don't write JOURNAL, Sheboygan, Wis.

#### STREET CAR ADVERTISING.

JOHNSON'S figures are never beaten.

A. J. JOHNSON, 261 Broadway, New York City.

W RITE TO FERREE, First National Bank Bldg., Hoboken, N. J.

FOR street car advertising in New England address M. WINEBURGH, Times Bidg., N. Y.

FOR Street Car Advertising, everywhere GEO, W. LEWISCO., Girard Bidg., Phil'a, Pa. Bid inducements for advertising on the elevated railways New York, Brookiyn and street cars everywhere. Bates and original sketches free. COHN BROS., Temple Court, N. T.

#### PREMIUMS.

PREMIUM users, write to KUHN & CO., Moline, Ill.

OUR catalogue has the best premiums. HOME BOOK COMPANY, 142 Worth St., New York. SEWING machines half price to publishers. Lists free. AM. MACHINE CO., Chicago, Ill.

Lists free. AM. MACHINE CO., chicago, ill.

St. NICHOLAS celebrates his twenty-first birthday so successfully that the first edition of the November number is all sold.

ROOT'S Home Repairing Outfit. Best premium ever offered in exchange for advertising. ROOT BROTHERS, Medina, O.

PREMIUMS—Sewing machines are the best. Will increase your circulation. FAVORITE MFG. CO., 342 Wabash Ave., Chicago, Ill.

#### TO LET.

A DVERTISING space in ST. NICHOLAS.

A COOD HOUSEKEEPING Space

GOOD HOUSEKEEPING. Space.
H. P. HUBBARD, Mgr., 38 Times Bidg., N.Y.
GOOD HOUSEKEEPING. Space.
H. P. HUBBARD, Mgr., 38 Times Bidg., N.Y.

1 O. LET—Front office in building No. 10 Spruce
1 Street. Large and well lighted : steam heat, electric light; size about 25x40. Can be subdivided into several offices. Rent, 350 a month. For further particulars address GEO. P. ROWELL & CO.

#### MISCELLANEOUS.

ST. NICHOLAS.

SE the Persian Corn Cure.

GOOD HOUSEKEEPING. Excellent.

GOOD HOUSEKEEPING. Excellent.

VAN BIBBER'S Printers' Rollers.

THE SOUTHERN MAGAZINE reaches all the intelligent and wealthy South.

SEND cabinet photograph and 35c. and receive 12 miniature photos. G. FAIRFIELD, Wind Gap, Pa.

TERRIFF'8 perfect washing machine will boom your circulation Write for particulars and prices. PORTLAND MFG. CO., Portland, Mich.

#### ADVERTISING MEDIA.

PERSIAN Corn Cure. Samples free. Send address to M. COHN, 332 W. 51st St., N. Y.

A DVERTISERS' GUIDE. Mailed on receipt of stamp, STANLEY DAY, New Market, N. J.

HARDWARE DEALER'S MAGAZINE. Send for adv. rates and copy. 78 Reade St., N. Y. I COVER the State of Indiana. 13 leading dai-lies. FRANK S. GRAY, 13 Tribune Bldg., N.Y. THE OPTICIAN AND JEWELER, 96 Maiden Lane, N. Y. A peculiarly good medium for careful advertisers.

A NY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the ; aper for one year.

DOMINION Newspaper List (80 weekly papers).
Sworn circulation 32,236. CANADA READY
PRINT CO., Hamilton, Ont.

A DVERTISERS—Only 10 cents per line; circu-lation 20,000. Best medium on earth. CRIPE'S COMMERCIAL REPORTER, Marion, Ind.

BE INDEPENDENT. Own your own news-paper. Send for estimates to PICTORIAL WEEKLIES CO., 18 & 20 Rose St., New York City. READY PRINTS.—All sizes; low prices; varied features; special news service. UNION PRINTING COMPANY, 15 Vandewater St., N. Y.

THE METROPOLITAN AND RURAL HOME, N.Y., an agricultural and family journal, is-sues over 500,000 monthly. It pays advertisers.

THE HEARTHSTONE, 255 Broadway, N. Y. Largest paid-in-advance circulation of any similar month, in the United States. Send for rates and sample copy.

THE SOUTHERN MAGAZINE represents the high-class reading public of the South fully, and the South is to day better able to buy than any other section. Advertise there now.

THERE'S no easier, surer way of reachings, of mail buyers and habitual money senders tha taking a trip with us at 5c. a line. Try i AMERICAN HOME JOURNAL, Easton, Pa.

A DVERTISING in newspapers of "known cir-culation" means "BUSINESS" For partic-ulars address A. FRANK RICHARDSON, Tribune Bidg., N. Y. Chamber of Commerce, Chicago.

66 Y OUR paper is a hustler for orders."—J. J. ARMS. This refers to PARK's Fronza Macazine. The publisher guarantees 155,000 circulation each month. Advertising office, 517 Temple Court, New York City. C. E. ELLIS, Manager.

I RATERNITY PAPERS—I am special agent for all the official and lending papers of the valid of the best papers, will cost \$25. Bates turnished on special lists of Masonic, Royal Arcanum, A. O. U. W., Knights of Pythias and all others of this class. Send for list and rate card. GEO. S. KRANTZ, Special Agent, 162 W. 14th St., N. Y.

ADVERTISEMENT CONSTRUCTORS.

ST. NICHOLAS.

66 B USINESS BULLETS," my booklet, isyours for 2c. JED SCARBORO.

A D8 that are read. CHAS. A. WOOLFOLK, 446 West Main St., Louisville, Ky.

UP-TO-DATE ads. They'll please you. DU-PORT, N. Elm St., Westfield, Mass. W E have turned out more ads and better ones than any other house in the business. WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., New York.

56 DOOK of Ideas for Advertisers." 80 illustrations. 70 styles of ready-made ads. Table of type. Hundreds of valuable suggestions. 196 pages. Only 25 cents. postpaid. D. T. MALLETT, publisher, 78 Reade St., N. Y.

UNIQUE ads, crisp catch-phrases, convincing circulars and booklets, business ingles, pithy paragraphs for car signs and effective readers" carefully prepared. Get my booklet -2c. stamp pays for it. Might roughly outline what you require and let me furnish figures, JED SCARBORO, Box 63, Station W, Brooklyn.

ILLUSTRATED ads a specialty. Send stam; for samples. W. W. BRETT, 361 B way, N.Y.

STREET CAR ADVENTISERS—

Are your cards the most conspicuous of any in the car! I get up designs that attract more attention than anything else in the car. Feople notice them, talk about them, call their friends attention to them. I send sketch on approval—no charge if not accepted. W. MOSELEY, Box L, Eigin, III.

I WILL write 13 ads (a 2 months' service of weekly changes) for any retail business, and mapples only to the regular retail lines, and I reserve the right to decline any order. Send particulars of business, copies of old ads and suggestions, if you have any to make. CHARLES AUSTIN BATES, Vanderbilt Bidg., New York.

BesiDes writing ads, circulars, booklets, catDa logues, I prepare matter for show window placards. This plan is a good one where newsa card; 16 or more, 50, each. Retail and medical ads to order, 81 each. My plan is to always return cash sent if the writing I do inn't satisfactory. That's as fair a way of doing business as I can think of. BERT M. MOSES, Box 283, Brooklyn, N. 7.

I T is not easy to write good medical advertisements. It requires more than a mere ability to write readably. Some medical knowledge is necessary, and special study must be made of each case. I don't want to write about a medicine that won't bear investigation. I wou't have anything to do with a "fake" if I famow it. If the medical control of the second of the sec

BATES, Vanderbilt Bldg., N. T.

DURING the last three years I have written a great many retail advertisements. Several thousand, I suppose. I have copies of all of them. On receipt of \$5 \text{ I will pick out ten of these asis and remodel them to fit your particular business. If you are not satisfied when you graph, if you are not satisfied when you graph, if you say so. This offer applies only to retail drugs, groceries, clothing, dry goods, coal, hardware, biance and organs, furniture (cash or payments), jewelry, china and glassware, shoes, millinery, cloaks, tatloring, classible, has taken the same properties of the stationery. If you prefer to have the ads written specially for you, write for estimate, giving particulars. I reserve the right to decline any order sent at the rate mentioned, and I must do the work or don't do it right, I'll return the money, CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y. "Ads that sell goods."

#### ELECTROTYPES.

A FTER you have received prices from every one else write me, telling just what you de sire, and see how much money I will save you. E. T. KEYSER, 15 Beckman St., N. Y.

C'ET manufacturers' prices, wood or metal.

Y Our patent metal base is the best on the
market. Large facilities; superior work. WM.
T. BARNUM & CO., New Haven, Conn.

DAT \$1.50 and get our best half-tone portrait.
All kinds of cuts at prices as surprising.
Write us your wants CHICAGO PHOTO EN-GRAVING CO., 185 Madison St., Chicago.

THE best ad can be spoiled by a poor printer. We display ads so they will catch the eye, and also furnish electros. Address WM. JOHN-STON, Printers' Ink Press, 16 Spruce St., N. Y.

YOU may write your own ads, but one thing sure—you can't make your own cuts. Think of us: \$1.50 for best half-tone cut; prices like that and work the best. CHICAGO PHOTO ENGRAVING CO., 135 Madison St., Chicago.

CELJUTYPE is preferred by advertisers because it is 19 per cent cheaper than other wood or metal base cuts, it is so light for mailing purposes you save the cost of cut. Prints on wood as well as a special cut die. Celiutype and cellutype machinery manufactured by the J. F. W. DORMAN CO., Baitimore, Md., U. S. A.

#### ADVERTISING AGENCIES.

A LL indorse ST. NICHOLAS.

A GENCIES KNOW GOOD HOUSEKEEPING.

A GENCIES know GOOD HOUSEKEEPING.

G EO. S. KRANTZ, special advertising agent for N. Y. dailies. 10t W. 14th St., N. Y.

A DVERTISING. City and country paper see GEO. W. PLACE, 52 Broadway, N. Y.

CHAS. K.HAMMITT, Advertising, 231 Broadway, N.Y., will serve you effectively, economically.

100 LEADING dailies, circ. 6,000,006; 39 rate. F you wish to advertise anything anywhere at any time, write to the GEO. P. ROWELL ADVERTISING CO., 10 Spruce St., New York.

ICKS' Newspaper Advertising Agency, WILLIAM HICKS, proprietor, 138 Nassau St., New York.

CHARLES H. FULLER'S NEWSPAPER ADV. AGENCY, 118-114 Dearborn 8t., Chicago, Ill., Temple Court, New York. Established 1880. Es-timates cheerfully furnished.

THE INTER-STATE ADVERTISING AGENCY, Kansas City, Mo., offers general advertisers a good service on reasonable terms for Western bublications. We prove our work. If you wish to enter this field, write to us.

ADDRESSES AND ADDRESSING.

ST. NICHOLAS.

END at for reliable list of dealers in any line
in Mexico and South American countries.
ASSOCIATED TRADE & INDUSTRIAL PRESS,
Washington, D. C.

DERSONS who have facilities for bringing advertisers and consumers into contact through lists of names and addresses may announce them in 4 lines, under this head once for one dollar. Cash with order.

LETTERS bought, sold or rented. Valuable lines of fresh letters always in stock for rental. Write for lists and prices. Medical letters a specialty. A. LEFFINGWELL & CO., 112 Dearborn St., Chicago, III.

5,000 NAMES for 50 cents Directory of Harrison County, Missouri, giving the name, occupation and post-office address of over 5,000 resident taxpayers. Well printed and neatly bound, by mail, 90 cents. Address Mgr. REFUBLICAN, Bethany, Mo.

## NEWSPAPERS AND PERIODICALS.

Advertisements under this head, two lines or more without display, 35 cents a line. With display or black faced type the price is 50 cents a line. Must be handed in one week in advance.

#### CALIFORNIA.

OS ANGELES TIMES leads in Southern Cali-fornia. Sworn circulation 14,000 daily.

#### CONNECTICUT.

THE DAY has three times the country circulation of any New London, Conn., paper.

## CONN.

DAILY BRIDGEPORT, CONN. MORNING. EIGHT PAGES. ONE CENT.

Circulation, 7,900. Best advertisers use it-they know its value. N. Y. Office, 620 Vanderbilt Building. O. L. Moszs, Manager.

#### THE TWO HERALDS.

WATERBURY SUNDAY HERALD.

BRIDGEPORT SUNDAY HERALD.

Every nook and corner in the Nutmeg State is covered by them. By special trains and by pony expresses these two papers are delivered Sunday morning all over Connecticut. Special editions are sent into Hartford, New Haven, Meriden, Danbury and Ansonia. Combined troulation, 80,000. 150,000 Readers.

THE HARTFORD TIMES.

WILLIE O. BURR, Publisher.

RUFUS H. JACKSON, Bus. Manager.

Daily-13.500 circulation.

The great advertising medium for reaching the Nutmeg State.

Weekly-7,000 circulation.

PERRY LUKENS, JR., New York Representative, 73 Tribune Building.

#### DISTRICT OF COLUMBIA.

A LERT advertisers advertise in KATE FIELD'S WASHINGTON, Washington, D. C.

#### GEORGIA.

THE ENTERPRISE, Smithville, Ga. Official organ of Lee County. All home print.

#### INDIANA.

## The Big Weekly of the West.

The AMERICAN TRIBUNE, of Indianapolis, Ind., is the largest WEEKLY published in Indiana.

#### KENTUCKY.

STOCK FARM'S circulation is as universal as the interest it represents.

RI-WEEKLY DANVILLE ADVOCATE covers the "Blue Grass." Annual rates, 10c. an inch. THE SOUTHERN MAGAZINE shows the greatest increase in circulation of all monthlies that have not cut prices.

#### MAINE.

BANGOR COMMERCIAL.

J. P. Bass & Co., Publishers, Bangor, Me.

Daily average, nearly 5,000 copies.

Weekly average, over 16,000 copies.

PERRY LUKENS, JR., New York Representative, 73 Tribune Building.

#### MASSACHUSETTS.

ISSUED

FALL RIVER.

**EVERY EVENING** 

Circulation, 6,500 Copies Daily.

LARGER THAN THE COMBINED INSUE OF ANY OTHER TWO LOCAL PAPERS,

Best Advertising Medium in Fall River.

Advertising Rates furnished upon application.

W. F. KENNEDY, Managing Editor.

WM. H. HANSCOM, Business Manager.

40 WORDS, 6t., 50 cts.; \$1.50 for 1 mo. ENTER-PRISE, Brockton, Mass. Circulation 7,000. NEW BEDFORD (Mass.) JOURNAL. Daily average over 4,000. Remember us when placing ads in Southeastern Massachusetts.

#### MICHIGAN.

GRAND RAPIDS DEMOCRAT, the leading pa-per in Michigan, outside Detroit. 13,000 daily. 40.000 PROVED CIRCULATION for only 15c. a Line. Sample copies and proof circulation free. "ONCE A MONTH," DETROIT, MICH.

#### MINNESOTA.

M INNEAPOLIS TIDENDE has the largest cir-culation of any Norwegian-Danish paper in Minnesota

#### Minneapolis, The Housekeeper, Pays Advertisers.

DULUTH.

Population to-day, 75,000. The most prosperous city in the country.

THE NEWS TRIBUNE IN ITS ONLY MORNING NEWSPAPER.

Published every day in the year. It is the leading and largest circulated newspaper at the head of the lakes.

PERRY LUKENS, JR., Eastern Represent 73 Tribune Building, N. Y. City.

#### MISSOURI.

HEROLD DES GLAURENS, St. Louis, Mo. Est. 1850. Circulation 33,000. Brings results. THE HOME CIRCLE. St. Louis, Mo., is the best advertising medium in the West. 75,000 copies each month. 50c. per agate line Established in 1880.

#### NEBRASKA.

TO advertisers! The Red Cloud CHIEF, Red Cloud, Neb., is all home print, and has a circulation of 1,390. Write for terms. Address THE CHIEF, Red Cloud, Neb.

#### NEVADA.

THE WEEKLY COURIER, Genoa. Six pages.
All home print. Leads in Nevada.

#### NEW JERSEY.

### THE EVENING JOURNAL.

JERSEY CITY'S

FAVORITE FAMILY PAPER. Circulation, - - - - 15.500. Advertisers find IT PAYS!

#### NEW YORK.

ST. NICHOLAS.

HREE trial lines 25c. in Watertown (N. Y.)

OR any good business it will pay to use THE CHRISTIAN ADVOCATE, New York City.

DOWELL accords The Le Roy GAESTE largest weekly circulation in Genesee Co., N. Y.

NEWBURGH, N. Y. Pop. 25,000. The leading newspaper, delly and somi-weekly JUURNAL. mewspaper, castly and semi-weekly JOURNAL.

THE LADIES WORLD bas had a paid average
I circulation (January to June, inclusive) of
\$83,750 copies per issue. No sample copies, but
all circulation paid for in advance. Circulation
will be still larger for last anif of 94. Send for
a copy and an estimate. S. H. MOORE & CO.,
New York. THE TROY PRESS. H. O'R. Tucker. A strictly high-grade family daily. Eight pages. Advertising service the best. New York office,

11 Tribune Building.

I. M. LUPTON'S popular periodicals, TRE PRO-PLE'S HONE JOURNAL and THE ILLUSTRATED HONE GUEST. Sworn circulation, 50,00 copies each issue. Advertising rates, \$2.00 per agate line, less time and space discounts. For sample copies and further particulars address F. M. LUPTON, publisher, 166 & 108 Reads B., N. Y.

#### A COMPARISON.

During 1893 the New York EVENING POST contained 25 per cent more cash advertising than any other evening paper in New York, a visible concession to its superior value as an advertising medium.

## ADVERTISING IN TEXAS SIFTINGS

PAYS

FIVE DOLLARS THE BEST AN-SWER TO THE QUESTION "WHY DO YOU SUPPOSE THE SILVER CROSS IS CAR-RYING FIVE TIMES AS MUCH ADVER-SING AS IT DID SIX MONTHS AGO?"
Address 158 W. 284 St., N.Y. City.

## REDUCED TO 10c. GODEY'S

BIG INCREASE OF CIRCULATION. Present Rates, 75c. per line. Send for rate card giving discounts. THE GODEY COMPANY, NEW YORK.

# THF

THE OLDEST, LARGEST AND MOST INFLUENTIAL

PAPER OF THE CLASS PUBLISHED. Being on the right side of the fence, politically, its circulation will be larger this year than ever.

For all matters relating to advertising, please dress
D. W. VAN DEREN, Advertising Manager.
17 Barclay Street, New York.

INFLUENTIAL NEWSPAPERS ARE THOROUGHLY READ.

> THIS MAKES THEM THE BEST ADVERTISING MEDIUMS.

Such Newspapers are the

## Daily Press & Knickerbocker

SUNDAY PRESS.

Press-Room Open to Inspection of Advertisers.

BEST EQUIPPED NEWSPAPER PLANT IN ALBANY.

The great reading public judge an advertiser largely by the papers in which he appears. "LIFE" gives the prestige to be desired.

#### OHIO.

M USKINGUM FARMER for Southeastern Onio.

A san inch this year. Zanesville, Ohio.

DATTON MORNING TIMES and EVENING NEWS give advertisers satisfactory results. OUNGSTOWN VINDICATOR, 7,800 daily, 5,300 weekly. Leading newspaper in Eastern Ohio. THE TOLEDO EVENING NEWS leads its competitors in local circulation—10,000 daily.

PHERICAN FARMER AND FARM NEWS I ROAD THE AMERICAN FARMER AND FARM NEWS I will not, under any circumstances, accept of any "take" ada at any price. The American FARMER AND FARME

#### PENNSYLVANIA.

SCRANTON (Pa.) REPUBLICAN has the largest circulation of any Scranton paper.

DESIRABLE READERS and a good circula-tion are what advertisers receive in the CHRSTER TRIES. 30,000 well to-do, intelligent people read the TRIES with their supper every day. WALACE & SPROUL, cheeter, Pa.

DAILY INTELLIGENCER—est. 1886.
WEEKLY INTELLIGENCER—est. 1894.
Doplestown, Pennsylvania.
Have always been exclusively home print papers, with larger circulation than any competitors. Best mediums for advertising in Bucks

#### RHODE ISLAND.

HE NEWS, Providence, R L., every evening, one CENT. 10,000 circulation. N EWPORT DAILY NEWS, a paper of "known circulation." Average edition 3,500 copies.

#### VERMONT.

VERMONT—In its issue of August 22d PRINTERS' INK will publish an article on the subject:
"What papers shall an advertiser use to veach the people of Vermont?" Contributions are invited from persons who deem themselves competent to prepare such an article if use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to PRINTERS' INK in payment for service rendered.

#### SO. & CEN. AMERICA.

PANAMA STAR & HERALD reaches foreign buyers.

ANDREAS & CO., 52 Broad St., N. Y.

#### VIRGINIA.

VIRGINIA—In its issue of August 22d Prinyters'.

What papers shall an article on the subject:

What papers shall an advertiser use to reach
what papers shall an advertiser use to reach
vited from persons who deem themselves competent to prepare such a article. If use is made
of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription
derred.—

James Issk in payment for service ren-

#### WASHINGTON.

SEATTLE TELEGRAPH

SEATTLE TELEGRAPH, the leading Democratic daily north of San Francisco.

WashingTon—in the issue of August 28th Printers' in a wind publish an article on the subject: "What papers shall an advertiser use to reach the people of Washington!" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to Frinters. Issue in payment for service rendered.

#### WEST VIRGINIA.

WEST VIRGINIA—in its issue of August 29th PRINTERS INK will publish an article on the subject: What papers shall an advertiser use to reach the people of West Virginia! Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be a year's subscription to Printers' ink in payment for service rendered.

#### WISCONSIN.

A LL leading advertisers stay with the weekly EXCELSIOR, Milwaukee, Wis.

RACINE EVENING TIMES, Racine, Wis. Circ'n under oath exc'ds 2,400 paid copies each is use.
WISCONSIN AGRICULTURIST, Racine, Wis.
Largest circulation of any English paper in Wisconsin

in Wisconsin.

WISCONSIN-In its issue of September 5th PRINTERS INK will publish an article on the subject: "What papers shall an advertiser use to reach the people of Wisconsin!" Contributions are invited from persons who deem themselves competent to prepare such an axticle. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to given, and our correspondent will be entitled to make the property of the contribution of the payment for service rendered.

#### WYOMING.

WYOMING—In its insue of September 5th PRINTERS INK will publish an article on the subject: "What papers shall an advertiser use to reach the people of Wyoming!" Contributions are invited from persons who seem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entisted to a year's ulweet pipton to Printers! Ixx in payment for service rendered.

#### CANADA.

DOMINION OF CANADA—In its issue of September 13th PRINTERS INK will publish an article on the subject: "What papers shell an advertiser use to reach the people of the Dominion of Canada!" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response ty this invitation, due to the subject of the subject of the property of the subject of th

paid them.

#### NEWSPAPER CIRCULATIONS AND THE NEWSPAPER DIRECTORY.

The circulation of a newspaper is as important to its successful existence as the circulation of the blood is to the human system. This is why journals that can prove the circulation they claim are always ready to do so, and this is why journals without circulation are so willing to deceive the business public into the belief that they have something which they have not.—
Scranton (Pa.) Truth.

The Wilkes - Barre, Pa., Record, speaking of the common practice on the part of newspaper publishers of withholding information on the sub-

ject of circulation, says:

Every publisher has the right to refuse such information as he sees fit, and there are many who exercise this right. In that event we do not consider it good business policy for the Rowells to print estimates that may be incorrect, and on that account entirely valueless. The proper thing to do in such cases would be to simply say that the circulation was asked and not given. This would prevent injustice.

It would also prevent the publication of circulation ratings, for out of 20,169 papers only 3,173 furnished signed statements for the last issue of the Directory, and in no other year out of the twenty-six that have passed since the Directory was established has so large a number been obtainable. Four dailies are issued in Wilkes-Barre and four more in Scranton. All of these were twice communicated with on the subject while the last revision of the Directory was in progress. Four of the eight made no reply whatever. Two (one of them being Truth) made statements that were not sufficiently definite to admit of charging the makers with prevarication, even if the statement should be shown Two others, the to be deceptive. Record of Wilkes-Barre and the Republican of Scranton, made definite statements, and the publishers of the Directory will pay \$100 to the first person who will prove that either of them is untrue.

Geo, P. Rowell & Co. hold the same position in the newspaper world as R. G. Dun & Co. do in the world of general business, and they are looked upon as the standard authority in the about 600 pages, including advertise-matter of circulation \* \* \* \*. The ments, and the price by mail will be circulation of a newspaper is the most one dollar. Every subscriber to important factor of whatever financial PRINTERS' INK will be entitled to a success it enjoys .- York (Pa.) Gasette. copy of the Year Book.

Mr. W. Bent Wilson of the Lafayette (Ind.) Journal, speaking before the National Editorial Convention at its last annual meeting, said:

I am asked to speak on the subject of newspaper directories. I wish to state in the be-ginning that I consider the talent engaged in publishing directories fully equal to that of the publishers of our best newspapers, and surely no higher compliment than this can be

Turning to the value of a directory to an advertiser seeking information, while admitting that for want of something better it is of use to him in making estimates, it falls short of being reliably accurate. Here is where the newspaper publisher will have to bear the blame, for, be it said to their credit, the di-rectory publishers try to give accurate infor-mation.

Though I am under no obligations to the publishers of the American Newspaper Directory, I's must say that their painstaking method of ascertaining the correct circulation of papers, as is outlined in PRINTERS' INK, is commendable, and should at least warrant them the protection asked for the proverbial frontier band, as "they are doing the best them the protection asked for the proverous frontier band, as "they are doing the best they can." Their guarantee, under a \$100 forfeit, that ratings are correct, where an itemized statement of papers-published for a whole year is given, should have its weight, as it would seem few would risk publicity in another waves likely to be exposed for maken. case they were likely to be exposed for making a wrong statement,

The laws of New York and Pennsylvania The laws of New York and Pennsylvania making it criminal to misrepresent a circulation, it passed and rigidly enforced in all the States, would have a wholesome effect in correcting the evil in question. Taking advertisements for cash only is undoubtedly the correct method of climinating from directories the low class of pagers and giving characters. the low class of papers and giving character to the advertisements they do receive.

Geo. P. Rowell & Co. are to the newspaper fraternity what Bradstreet's and Dun's are to the mercantile and capitalist interests, the to the mercantile and capitalist interests, the only difference being that the Rowells quote circulation, while Bradstreet and Dun quote financial standings. Rowell & Co. claim to be willing to pay \$100 for each case where they quote a higher figure for a paper than can be proven to be the actual circulation.—Pottsville (Pa.) Daily Republican.

PRINTERS' INK Year Book will be issued in November, and will contain a complete list, according to the last issue of the American Newspaper Directory, of all newspapers credited with having an average output of one thousand issues or more. The catalogues will be alphabetically arranged by States, in the order of the circulation ratings accorded-largest circulations being named first-and under a similar arrangement all class papers will be recapitulated. It will be a book of

## From the Decorah Posten, Decorah, Iowa. Issue of June 5th, 1894.

### THE ENGLISH OF IT.

The American Newspaper Directory, abgivet i 10 Spruce St., Rew York City, har oprettet en Afeling in '94 Ubgave, som vil andesate sig selv til daade Averterende og Udgivere. Alle Advartising Directories, Daandog Aarbøger, selger Spalterum til en Bris, som, hvis det antoges af Udgiveren ved Salget af hans Spalterum, vilbe bringe ham en Masse Benge, men det af Directories saaledes solgte Spalterum er sidtil bleden detalt med Avertissementer af den Udgiver, som sjøbte Spalterumment i the directory.

Geo. B. Rowell & Co. fælger i beres '94 Ubgate Spalterum fun for Rontant, og fom Følge beraf er benne Ubgabe i Omfang, ifte fort fterre end Salpbelen af Ubgaven for bet foregagenbe Mar. Abertisfementfiberne indeholber berimob fag meget bebre Oplyaning for bem, ber føger ben. De er ifte opfplbt meb Tilbub fra Ubgivere, bvis Spalterum itte har nogen Bærbi, og fom vil fælge bet for hoabsomhelft. De Averterenbe, fom finbes i benne Ubgabe of the directory, er be, fom virfelig bar gobe Blabe, og fom bar Raab til at avertere bem. Saabanne Blabubgivere fan langt hebre betale Rontant enb meb Spalterum, Deres Spalterum representerer Benge, og naar be itte faar mere for bet enb en Manb, bois Spalterum itte reprefenterer Benge, tommer be fimpelthen inb mellem en Dasfe Blabe, faa beres Betybning falber bort og Bengene bar be intet Ubbatte af.

Bi har asbrig tibligere været tilfrebs med Resultatet af at avertere i American Newspaper Directory eller nogen anden Newspaper Directory, men iaar tog vi en halv Side i American Newspaper Directory, betalte Rontant for den og forventer, at det bit vije sig at være det bebite Advertising Investment, vi nogensinde har gjort.

The American Newspaper Directory, published at 10 Spruce street, New York City, has instituted a departure in its '94 edition that will commend itself to both advertisers and publishers. All advertising directories, manuals and year books sell space at a rate which, were it adopted by the publisher in selling his space, would make him a lot of money, but the space so sold by directories has heretofore been paid for in advertising space furnished by the publisher who bought the space in the directory.

Geo. P. Rowell & Co., in their '04 edition sell space for cash and cash only, and as a result that edition is not much more than one-half the size of the edition of the preceding year. The advertising pages really convey intelligent information to those who seek for They are not filled up with the flauntings of publishers whose space has no value and who will trade it for anything. The advertisers appearing in this issue of the Directory are those who really have good papers and who can afford to advertise them. Such publishers can much better pay cash than space. Their space represents money, and when they get no more for it than does the man whose space does not represent money they are simply crowded in with such a lot of papers that their identity cannot be determined and they practically pay coin of the realm for that which avails them nothing and for which fake publishers practically pay nothing.

We have never been satisfied heretofore with the investments which were the result of buying space in the American Newspaper Directory or any other newspaper directory, but this year we took a half a page in the American Newspaper Directory, paid cash for it, and think that it will prove one of the best advertising investments that we have ever made.

#### PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., EDITORS AND PUBLISHERS.

Issued every Wednesday. Subscription Price: Two Dollars a year. Five Cents a copy; Three Dollarsa hundred. No back numbers.

TNewspaper publishers who desire to subscribe for PRINTERS' INE for the benefit of their advertising patrons can obtain special terms on application

13 Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$15, or a larger number at three dol-lars a hundred.

Except by special assignment, PRINTERS' INCLOSE not invite contributions from persons who expect the return of unused manuscript or to be paid for their contributions.

13" If any person who has not paid for it is receiving PRINTERS' INK, it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

OFFICES: No. 10 SPRUCE STREET.

CIRCULATION.

Average for last 13 weeks, 17,480 copies

NEW YORK, AUGUST 15, 1894.

ADVERTISING presses the button, in that it brings people to your store; the merit of the goods must do the rest.

A DISPLAYED advertisement, in the setting of which about a dozen different kinds and sizes of type are needed, usually makes very hard reading.

An advertisement which attracts attention without directing the attention to the article it is supposed to advertise is scarcely a good specimen.

IF people do not read the newspapers in the summer months, as some advertisers have asserted, how do they secure information in regard to the base ball score.

THE railroad edition of the Buffalo Courier bears on the left hand corner a notice that the price is five cents. Copies not sold on the train fetch two cents only.

It is said that there is no better purchasing class than the readers of religious publications. They are intelligent, industrious and generally free from extravagance or dissipation.

WHEN a boy or young man leaves school or college he should try to conlikely to increase and prosper.

F. W. KELLOGG, long of the Detroit News, now manages the advertising department of the Cleveland Press.

A HOTEL register ought to be an excellent medium for advertising diamonds, rings and breast-pins, for no advertisement in it can fail to be seen by the clerk.

THAT Texas firm which states in a late issue of PRINTERS' INK that they successfully advertise their goods by sending up balloons evidently believe in using plenty of space.

In view of the enormous circulation many of the weekly and monthly woman's journals possess, it is almost surprising that some enterprising publisher does not start a woman's daily.

SPEAKING OF PRINTERS INK, that excellent newspaper called Truth, published at Scranton, Penn., asserts: Advertisers are largely influenced by it -specially addressed to them and issued in their interest.

IF the now very well known Mr. Debs knows how to utilize the advertising the papers have given him during the last few weeks, there is no reason why he should not become just as bloated a capitalist as George M. Pullman.

A GREAT many people send clippings and contributions, apparently supposing that PRINTERS' INK is "devoted to newspaper interests." This is an error. PRINTERS' INK is a journal for advertisers and publishes nothing that does not appeal directly to them.

PRINTERS' INK has lost another child. Its step-mother and nurse are accused of smothering it with a name. They called it King's Jester. This was so funny on the face of it that nothing further in that line was ever admitted, and it expired from sheer dullness.

It is easier to fix anything in the minds of the young than the old. Advertised articles which have become familiar to a boy or girl are not likely to be forgotten. This is a sound argument for advertising in juvenile publications. It will be some time before nect himself with a firm which adver- the seed comes to fruition, but when The business of such a firm is the harvest time does finally arrive the yield must necessarily be a good one.

THE New York World, as is well known, claims the largest daily circula- ested in advertising may not be able to tion of any daily paper in North Amer-Thousands of people in every part of the world suppose the New York *Herald* to be the most widely The World, read of American dailies. however, neglects or declines to place on file with the American Newspaper Directory any statement of its actual newspaper refrains from using it issues, without bunching together the two separate papers, the morning and evening World. The Herald has never furnished the Directory with any facts concerning its issue, and few persons know anything about it beyond the standing "High Water Mark," 210,700, confessedly the highest point ever reached-although its Boston namesake has over-topped that figure by many thousands. The largest guaranteed issue credited to any daily paper in the Directory for 1894 is accorded to a Chicago paper, the News. The next largest is accorded to another Chicago paper, the Record. Both of these journals are under one ownership, and no other American dailies have for so long a time been equally frank and open about making known the facts concerning daily sales. It is not by any means certain that, in addition to the World's Fair and Mr. Pullman, Chicago does not possess the one newspaper establishment that has a larger daily output than any other in America. PRINTERS' INK does not assert that this is so, but points out the significant circumstance that no facts calculated to establish a different conclusion appear to be available.

If the newspaper publishers who use enormous quantities of space in their journals in order to advertise various articles they have for sale were to charge themselves the same price per line as they make their advertising patrons pay, they would acquire colossal fortunes as publishers, which they would not fail to lose as advertisers.

No wonder the talented young actresses continue to lose their costly diamonds when it results in their being charged in the editorial columns of the various newspapers with working an advertising scheme. If they were to try something new, the matter would be duly reported in the news columns, but it would receive no editorial mention.

A MAN who is not particularly intermention the names of a dozen advertised articles, nevertheless there is not an article advertised in the papers he is in the habit of reading which, if you mention, will not be familiar to him.

WHEN an item is interesting no good simply because it is of advertising value to some citizen. There is no more effective method of illustrating the benefits to be obtained from publicity. and it may result in creating an enthusiastic advertiser.

SAMUEL P. FOSTER, editor of the Elmer (N. J.) Times, secured \$50, offered by Vick's Sons of Rochester, N. Y., as the third prize in their recent advertisement contest. The first prize was \$125, and as it was decided that Mr. Foster's effort was the best ad sent in they still owe him \$75.

WHEN the disgusted and indignant newspaper publisher sees in his paper a two-column description of the fearful sea-serpent, which horrified the correspondent and several thousand visitors at a certain seaside resort, he is half inclined to agree with the advertiser who declares there is no money in summer advertising.

ADVERTISEMENT writers who are able to guide business men in their efforts to so shape their appeals as to compel the public to absorb them, may attract the attention of those who are interested in advertising by placing an announcement in PRINTERS' INK, telling what they can do. The more attractive the offer is made the more business it will catch.

328 CHESTNUT ST., PHILADELPHIA. August 2, 1894. Editor of PRINTERS' INK :

Republics are proverbially angrateful," and all men know, by experience, how chary is the general public of its praise. With its blame, however, 'tis quite otherwise, and in the ordinary course of business one may justly regard the entire absence of censure as implied commendation. I wish to depart tem-porarily from this recognized neutrality, and to express to you my hearty satisfaction over the results arising from the insertion of my

for July 18th. I am able to trace directly to this advertise-ment commissions which will yield me fully ten times (perhaps twenty times) what it cost me, and I desire that you shall share in my satisfaction. Of course, I feel that the peculiar and, perhaps, unconventional character

advertisement on page 109 of PRINTERS' INK

of this particular advertisement was an important factor in the results gained, but I also recognize the fact that it was your circulation that placed it where it was able to benefit me to the extent it has done.

"Honor to whom honor is due."

FRANCIS I. MAULE. Very truly yours,

BUSINESS men who want advertisements written may reach the people who write advertisements by simply letting their wants be known through the advertising columns of PRINTERS'

PROVIDENCE, R. I., August 2, 1894. I to pays to read the ads in Printrags 1 ke. I desired to see the Æolian Co.'s offer for acceptable ads. Sat down and wrote off two, "just for luck," Forgot all about them. Yesterday received a check for both, showing that it pays readers as well as advertisers to keep awake. WM. A. AUSTIN, care The American Screw Co.

THE area in square miles of each State and Territory, as given in the American Newspaper Directory, has been found at variance with similar statistics in Lippincott's Gazetteer, but identical with those published in Rand & Mc-Nally's latest atlas. Correspondence has elicited the fact that the editors of both these publications obtained their figures from the census office. did the Directory! A census bulletin just to hand, in answer to our inquiries on this subject, shows, however, that the Directory figures give the net area, or land surface, while the Gazetteer includes also the water surface. The Directory will adhere to the land area.

#### TEXAS.

The short essays on how to advertise in a State, now appearing weekly in PRINTERS' INK, will eventually be published in book form. Populations are from the census of 1890, and all newspaper facts and statistics are based upon the American Newspaper Directory for 1894.

Population, 2,235,523. Issues 656 newspapers-54 daily. Area, 262,290 Inhabitants to the square miles. square mile, 8.42. The cities and towns having more than 10,000 inhabitants are:

Dallas	38,067	
San Antonio	37.673	
Galveston	29,084	
Houston	27,557	
Fort Worth	23,076	
Austin	14.575	
Waco	14-445	
Laredo	11,319	
Denison	10,958	
El Paso	10,338	

The following is a complete list of Texas papers accorded over 1,000 circulation.

Circulations to which the asterisk is attached may be relied upon absolutely. DAILIES.

HoustonPost	8,883*
	8,324*
Dallas News	7,500
Austin Statesman	7.500
San Antonio, Express.  Dallas. Times-Herald.  Fort Worth. Mail Galveston. Evening Tribune.	4,000
Dallas Times-Herald	2,250
Fort Worth Mail	2,250
GalvestonEvening Tribune	2,250
HoustonHerald	2,250
Houston. Herald Press. San Antonio. Light. Waco. Evening News.	2,250
Waco Evening Name	2,250
Day-Globe	1,440*
SEMI-WEEKLIES.	-144-
Fort WorthGazette	17,500*
HoustonPost	11,975*
HoustonPost San AntonioExpress	7,500
WERKI IRS.	
Dallas Tex. Chris'n Adv'e.	20,000
lex, Farm & Kanch,	20,000
Texas Farmer	20,000
Southern Mercury. Tex. Bap't & Her'd. Galveston News. Waco, Tex. Bap't Stand'd. Austin Firm Foundation. Houston Texas World. Dallas, News. Austin Statesman	17.500
Colvecton News	15,000*
Waco	12,000
AustinFirm Foundation	8,722*
HoustonTexas World	8,000*
DallasNews	7,500
AustinStatesmanDallasChristian Courier	4,000
Calveston Open Class	4,000
Galveston Opera Glass Wochenblatt der	4,000
Texas Post	4,000
San Antonio Freie Presse fuer	41000
Texas Stockman	4,000
Texas Stockman	
and Farmer	4,000
ComanchePioneer Exponent	2.005*
Mexia	3,000*
ComanchePioneer Exponent  MexiaHerald Echo  WacoArtesia	3,000*
ComanchePioneer Exponent  MexiaHerald Echo  WacoArtesia	3,005* 3,000* 2,639* 2,500*
ComanchePioneer Exponent  MexiaHerald Echo  WacoArtesia	3,000*
Comanche. Pioneer Exponent. Mexia. Herald Echo. Waco. Artesia. Abilene. West Tex. Sentinel. Beaumont. Enterprise. Austin. Texas Vorwaerts. Dallas. Norton's Union	3,000* 3,000* 2,639* 2,500* 2,260* 2,250
Comanche Pioneer Exponent. Mexia Herald-Echo Waco Artesia Abilene. West Tex Sentinel, Beaumont Enterprise Austin Texas Vorwaerts. Dallas Norton's Union Intelligencer	3,005* 3,000* 2,639* 2,500* 2,260*
Comanche Pioneer Exponent. Mexia Herald-Echo Waco Artesia Abilene. West Tex Sentinel, Beaumont Enterprise Austin Texas Vorwaerts. Dallas Norton's Union Intelligencer	3,005* 3,000* 2,639* 2,500* 2,260* 2,250
Comanche Pioneer Exponent. Mexia. Herald-Echo Waco. Artesia. Abilene. West Tex Sentinel. Beaumont. Enterprise. Austin. Texas Vorwaers. Dallas. Norton's Union Intelligencer. Fort Worth Texas Live Stock and Farm Jour. Greenville Banner.	3,005* 3,000* 2,639* 2,500* 2,250* 2,250 2,250
Comanche Pioneer Exponent. Mexia Herald-Echo Waco Artesia Abilene. West Tex Sentinel, Beaumont Enterprise Austin Texas Vorwaerts. Dallas Norton's Union Intelligencer. Fort Worth Texas Live Stock and Farm Jour. Greenville Banner.	3,005* 3,000* 2,639* 2,500* 2,250* 2,250 2,250 2,250
Comanche Pioneer Exponent. Mexia Herald-Echo Waco Artesia Abilene. West Tex Sentinel, Beaumont Enterprise Austin Texas Vorwaerts. Dallas Norton's Union Intelligencer. Fort Worth Texas Live Stock and Farm Jour. Greenville Banner.	3,005* 3,000* 2,639* 2,500* 2,250* 2,250 2,250 2,250 2,250 2,250 2,250 2,250
Comanche Pioneer Exponent. Mexia Herald-Echo Waco Artesia Abilene. West Tex Sentinel, Beaumont Enterprise Austin Texas Vorwaerts. Dallas Norton's Union Intelligencer. Fort Worth Texas Live Stock and Farm Jour. Greenville Banner.	3,005* 3,000* 2,639* 2,500* 2,250* 2,250 2,250 2,250 2,250 2,250 2,250 2,250 2,250
Comanche Pioneer Exponent. Mexia Herald-Echo Waco Artesia Abilene. West Tex Sentinel, Beaumont Enterprise Austin Texas Vorwaerts. Dallas Norton's Union Intelligencer. Fort Worth Texas Live Stock and Farm Jour. Greenville Banner.	3,005* 3,000* 2,639* 2,500* 2,260* 2,250 2,250 2,250 2,250 2,250 2,250 2,250 2,250
Comanche Pioneer Exponent. Mexia Herald-Echo Waco Artesia Abilene. West Tex Sentinel, Beaumont Enterprise Austin Texas Vorwaerts. Dallas Norton's Union Intelligencer. Fort Worth Texas Live Stock and Farm Jour. Greenville Banner.	3,005* 3,000* 2,500* 2,500* 2,250* 2,250 2,250 2,250 2,250 2,250 2,250 2,250 2,250 2,250
Comanche Pioneer Exponent. Mexia Herald-Echo Waco Artesia Abilene. West Tex Sentinel, Beaumont. Enterprise Austin Texas Vorwaerts. Dallas Norton's Union Intelligencer. Fort Worth Texas Live Stock and Farm Jour. Greenville Banner. Herald. La Grange Svoboda. Perris Farmers' Advocate. Tyler. Telegram. Houston Der Tex Anzeiger. Houston Der Tex Anzeiger. Waco. Sunday Day-Giobe.	3,005* 3,000* 2,630* 2,500* 2,250* 2,250 2,250 2,250 2,250 2,250 2,250 2,250 2,250 2,250 2,000*
Comanche Pioneer Exponent. Mexia Herald-Echo Waco Artesia Abilene. West Tex Sentinel, Beaumont. Enterprise Austin Texas Vorwaerts. Dallas Norton's Union Intelligencer. Fort Worth Texas Live Stock and Farm Jour. Greenville Banner. Herald. La Grange Svoboda. Perris Farmers' Advocate. Tyler. Telegram. Houston Der Tex Anzeiger. Houston Der Tex Anzeiger. Waco. Sunday Day-Giobe.	3,005* 3,000* 2,630* 2,500* 2,250* 2,250 2,250 2,250 2,250 2,250 2,250 2,250 1,750* 1,750*
Comanche Pioneer Exponent. Mexia Herald-Echo Waco Artesia Abilene. West Tex Sentinel, Beaumont. Enterprise Austin Texas Vorwaerts. Dallas Norton's Union Intelligencer. Fort Worth Texas Live Stock and Farm Jour. Greenville Banner. Herald. La Grange Svoboda. Perris Farmers' Advocate. Tyler. Telegram. Houston Der Tex Anzeiger. Houston Der Tex Anzeiger. Waco. Sunday Day-Giobe.	3,005* 3,000* 2,630* 2,500* 2,250* 2,250 2,250 2,250 2,250 2,250 2,250 2,250 2,000* 1,750* 1,636* 1,636*
Comanche Pioneer Exponent. Mexia Herald-Echo Waco Artesia Abilene. West Tex Sentinel, Beaumont. Enterprise Austin Texas Vorwaerts. Dallas Norton's Union Intelligencer. Fort Worth Texas Live Stock and Farm Jour. Greenville Banner. Herald. La Grange Svoboda. Perris Farmers' Advocate. Tyler. Telegram. Houston Der Tex Anzeiger. Houston Der Tex Anzeiger. Waco. Sunday Day-Giobe.	3,005* 3,000* 2,630* 2,500* 2,250* 2,250 2,250 2,250 2,250 2,250 2,250 2,250 2,250 2,250 2,250 2,000* 1,750* 1,606*
Comanche Pioneer Exponent. Mexia Herald-Echo Waco Artesia Abilene. West Tex Sentinel, Beaumont. Enterprise Austin Texas Vorwaerts. Dallas Norton's Union Intelligencer. Fort Worth Texas Live Stock and Farm Jour. Greenville Banner. Herald. La Grange Svoboda. Perris Farmers' Advocate. Tyler. Telegram. Houston Der Tex Anzeiger. Houston Der Tex Anzeiger. Waco. Sunday Day-Giobe.	3,005* 3,000* 2,630* 2,250* 2,250 2,250 2,250 2,250 2,250 2,250 2,250 2,250 2,250 1,750* 1,606* 1,600*
Comanche Pioneer Exponent. Mexia Herald-Echo Waco Artesia Abilene. West Tex Sentinel, Beaumont. Enterprise Austin Texas Vorwaerts. Dallas Norton's Union Intelligencer. Fort Worth Texas Live Stock and Farm Jour. Greenville Banner. Herald. La Grange Svoboda. Perris Farmers' Advocate. Tyler. Telegram. Houston Der Tex Anzeiger. Houston Der Tex Anzeiger. Waco. Sunday Day-Giobe.	3,005* 3,000* 2,630* 2,250* 2,250 2,250 2,250 2,250 2,250 2,250 2,250 2,250 2,250 1,750* 1,606* 1,600*
Comanche Pioneer Exponent. Mexia Herald-Echo Waco Artesia Abilene. West Tex Sentinel, Beaumont Enterprise Austin Texas Vorwaerts. Dallas Norton's Union Intelligencer. Fort Worth Texas Live Stock and Farm Jour. Greenville Banner. Herald La Grange Svoboda, Paris Farmer's Advocate. Tyler. Telegram Houston Der Tex Anzeiger. Waco Sunday Day-Globe, Sherman Courier Belton, Journal Fort Worth Item Sulphur Springs, Vindicator, Dublin Progress San Angelo Standard El Heraldo.	3,005* 3,000* 2,639* 2,500* 2,250* 2,250 2,250 2,250 2,250 2,250 2,250 2,250 2,250 2,250 2,000* 1,632* 1,632* 1,640* 1,440* 1,280* 1,214*
Comanche Pioneer Exponent. Mexia Herald-Echo Waco Artesia Abilene West Tex Sentinel, Beaumont Enterprise Austin Texas Vorwaerts. Dallas Norton's Union Intelligencer. Fort Worth Texas Live Stock and Farm Jour. Greenville Banner. Herald La Grange Svoboda, Paris Farmer's Advocate. Tyler. Telegram Houston Der Tex Anzeiger. Waco. Sunday Day-Globe, Sherman Courier. Belton, Journal. Fort Worth Item Sulphur Springs, Vindicator. Dublin Progress. San Angelo Standard El Heraldo Taylor Texan.	3,005* 3,000* 2,500* 2,500* 2,250 2,250 2,250 2,250 2,250 2,250 2,250 2,250 1,750* 1,632* 1,606* 1,440* 1,280* 1,214* 1,220*
Comanche Pioneer Exponent. Mexia Herald-Echo Waco Artesia Abilene. West Tex Sentinel, Beaumont. Enterprise Austin Texas Vorwaerts. Dallas Norton's Union Intelligencer. Fort Worth Texas Live Stock and Farm Jour. Greenville Banner. Herald. La Grange Svoboda. Paris Farmers' Advocate. Tyler. Telegram. Houston Der Tex. Anzeiger. Waco. Sunday Day-Globe. Sherman Courier. Belton Journal. Fort Worth Item Sulphur Springs, Vindicator. Dublin Progress. San Angelo. Standard. Taylor Texan Waco. Day-Globe Texan Waco. Day-Globe Denton Chronicle	3,005* 2,500* 2,500* 2,250 2,2
Comanche Pioneer Exponent. Mexia Herald-Echo Waco Artesia Abilene. West Tex Sentinel, Beaumont. Enterprise Austin Texas Vorwaerts. Dallas Norton's Union Intelligencer. Fort Worth Texas Live Stock and Farm Jour. Greenville Banner. Herald. La Grange Svoboda. Paris Farmers' Advocate. Tyler. Telegram. Houston Der Tex. Anzeiger. Waco. Sunday Day-Globe. Sherman Courier. Belton Journal. Fort Worth Item Sulphur Springs, Vindicator. Dublin Progress. San Angelo. Standard. Taylor Texan Waco. Day-Globe Texan Waco. Day-Globe Denton Chronicle	3,005* 3,000* 2,500* 2,500* 2,250 2,
Comanche Pioneer Exponent. Mexia Herald-Echo Waco Artesia Abilene. West Tex Sentinel, Beaumont. Enterprise Austin Texas Vorwaerts. Dallas Norton's Union Intelligencer. Fort Worth Texas Live Stock and Farm Jour. Greenville Banner. Herald. La Grange Svoboda. Paris Farmers' Advocate. Tyler. Telegram. Houston Der Tex. Anzeiger. Waco. Sunday Day-Globe. Sherman Courier. Belton Journal. Fort Worth Item Sulphur Springs, Vindicator. Dublin Progress. San Angelo. Standard. Taylor Texan Waco. Day-Globe Texan Waco. Day-Globe Denton Chronicle	3,005* 2,500* 2,500* 2,250 2,250 2,250 2,250 2,250 2,250 2,250 2,250 2,250 1,750* 1,602* 1,602* 1,440* 1,440* 1,244* 1,200* 1,700* 1,400* 1,214* 1,200* 1,000* 1,000*
Comanche Pioneer Exponent. Mexia Herald-Echo Waco Artesia Abilene. West Tex Sentinel, Beaumont. Enterprise Austin Texas Vorwaerts. Dallas Norton's Union Intelligencer. Fort Worth Texas Live Stock and Farm Jour. Greenville Banner. Herald. La Grange Svoboda. Paris Farmers' Advocate. Tyler. Telegram. Houston Der Tex. Anzeiger. Waco. Sunday Day-Globe. Sherman Courier. Belton Journal. Fort Worth Item Sulphur Springs, Vindicator. Dublin Progress. San Angelo. Standard. Taylor Texan Waco. Day-Globe Texan Waco. Day-Globe Denton Chronicle	3,005* 3,609* 2,504* 2,250* 2,250* 2,250 2,250 2,250 2,250 2,250 2,250 2,000* 1,750* 1,606* 1,260* 1,260* 1,100* 1,100* 1,260* 1,100* 1,260* 1,100* 1,100* 1,100* 1,100* 1,100* 1,100* 1,100* 1,100* 1,100* 1,100* 1,100*
Comanche Pioneer Exponent. Mexia Herald-Echo Waco Artesia Abilene. West Tex Sentinel, Beaumont. Enterprise Austin Texas Vorwaerts. Dallas Norton's Union Intelligencer. Fort Worth Texas Live Stock and Farm Jour. Greenville Banner. Herald. La Grange Svoboda. Paris Farmers' Advocate. Tyler. Telegram. Houston Der Tex. Anzeiger. Waco. Sunday Day-Globe. Sherman Courier. Belton Journal. Fort Worth Item Sulphur Springs, Vindicator. Dublin Progress. San Angelo. Standard. Taylor Texan Waco. Day-Globe Texan Waco. Day-Globe Denton Chronicle	3,005* 3,005* 4,639* 2,500* 2,250* 2,250 2,250 2,250 2,250 2,250 2,250 2,250 1,632* 1,606* 1,600* 1,440* 1,440* 1,214* 1,200* 1,050* 1,050* 1,050* 1,050* 1,050*
Comanche Pioneer Exponent. Mexia Herald-Echo Waco Artesia Abilene. West Tex Sentinel, Beaumont. Enterprise Austin Texas Vorwaerts. Dallas Norton's Union Intelligencer. Fort Worth Texas Live Stock and Farm Jour. Greenville Banner. Herald. La Grange Svoboda. Paris Farmers' Advocate. Tyler. Telegram. Houston Der Tex. Anzeiger. Waco. Sunday Day-Globe. Sherman Courier. Belton Journal. Fort Worth Item Sulphur Springs, Vindicator. Dublin Progress. San Angelo. Standard. Taylor Texan Waco. Day-Globe Texan Waco. Day-Globe Denton Chronicle	3,005* 3,005* 4,639* 2,250* 2,250 2,250 2,250 2,250 2,250 2,250 2,250 1,632* 1,606* 1,600* 1,440* 1,214* 1,204* 1,005* 1,055*
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1,650\*

SEMI-MONTHLIES.	
BonhamBaptist Trumpet TylerGospel Banner	1,000
MONTHLIES.	
WacoGuardian DallasTexas Health Jour Texas School Jour	4,000 <sup>4</sup> 2,250 2,250
Lampasas Missionary Mess'r San Antonio Gulf Messenger Waco Independent Pulpit. Brenham, Lutherischer Ge-	2,250 2,000 1,800
meindehote Fuer	

Texas..... The Galveston News has been so long and favorably known to advertisers and newspaper men that it is the first newspaper to be thought of when Texas is mentioned.

The Dallas News is under the same ownership and control, and from its better situation has achieved even

greater success.

The Houston Post and Fort Worth Gazette are of more recent origin, but have made rapid strides in circulation and are entitled to the advertiser's best

consideration.

The foreign born population in Texas is about 150,000. The Germanic nations lead with 60,000. there are 50,000 from Mexico, 10,000 from England, 8,000 from Ireland, 5,000 from Skandinavia, 3,000 from France and 700 from China. colored population numbers 488,000. The State is largely agricultural, although its mineral products in 1890 were valued at \$1,985,679. Its coal fields cover an area nearly as large as the State of Connecticut.

WACO, Texas, July 24, 1894. Editor of PRINTERS' INK;

You invite contributions on the question "What papers shall an advertiser use to reach the people of Texas?" In venturing a reply, I will say that I am glad you said "papers' instead of speaking in the singular number. Texas is a little larger than the other States in the Union, and to reach the entire people of this great empire State it requires a large

or this great empire State it requires a large number of papers.

The Dallas and Galveston News, published simultaneously in the cities of Dallas and Galveston by A. H. Belo & Co., will probably be a better medium for an advertiser that requires a general circulation than all other papers in Texas combined. The two cities mentioned are 300 miles apart, but the offices of the two great dailies being connected by a private wire, they are enabled to cover the entire State in a "news" way and thus pub-lish two papers, one of vital importance to the people of north Texas, where Dallas is situated, and the other to the people of south Texas, Galveston being on the Gulf. To se-I cxas, Gaiveston being on the Gulf. To se-cure a circulation on a parity with the full news columns, the two papers are sent out from their respective press-rooms at two a.m. each day, and delivered in neighboring cities before the earliest risers have awakened. The paper being delivered at a man's resi-

dence he finds it of interest at the morning meal, preferring it to the smaller daily pub-lished at his home. Even here at Waco, too miles from Dallas, the Nows has a large cir-culation and several hundred are sold on the streets every day, notwithstanding that three daily papers are published here. Such enterdaily papers are published here. Such enter-prise on the part of the publishers, and the popularity of the paper itself, make it a val-uable advertising medium. Still there are parts of Texas in which this double-ended ournal would be of no value as a medium for the advertiser. I refer to that portion of the State which is west of the 21st meridian of lon-State which is west of the 21st meridian of longitude, and south of the 31st degree of latitude, the two lines joining at a point in Lampanss county. In a large portion of this district there are no railroad facilities. West of San Antonio Express is the best advertising medium. It is the only daily read in that section. The paper also circulates to some extent on the southwest coast. In southern Texas the Houston Port has quite a circulation, as has also the Gasette, of Fort Worth, in north Texas, but the News has the advantage by the syndicate publication. The State might be divided in this way: If the advertiser wishes to reach southern Texas he would find either the Galveston News or the House find either the Galveston News or the Hous-ton Post a good medium; if north Texas the Dallas News, which circulates in the entire northern portion of the State, and in central, eastern and west central Texas. The Fort Worth Gasette has a very good circulation in portions of north Texas and the Pan Handle country, but is not so generally read as is the News. In that portion of Texas contiguous to Bexar county, and in the southwest and on the border, the San Antonio Exercis has a "lead pipe cinch" on circulation. In this city and in McLennan county the Waco daily Evening News is the chief paper. It has a larger circulation than a Waco daily ever had, and also a larger weekly, the publication being semi-weekly.

I give you my impressions after close attention to such matters for the last seven years. I have been in every portion of Texas years. I have been in every portion of Texas except the extreme northwest and that portion directly west of Fort Worth. I have always noticed that wherever I was the two Newses were more popular than any Texas paper, excepting of course in the country west of San Antonio where it is a physical impossibility for the paper to be had sooner than twenty-eight hours after publication, the distance from the home office being so

P. S.—Were I to also touch on the value of the weekly papers of Texas as mediums, I am afraid my letter would be too long. All the dailies mentioned above publish weeklies, that of the Dallas-Galveston News being a semi-weekly covering the entire State.

JAMES H. QUARLES, City Editor, Waco, Tex., Evening News.

Editor of PRINTERS' INK:

The following list of papers will reach more readers in Texas, more business men, farmers, households and mechanics than any equal number of publications in Texas. I base my estimates on personal experience in Texas as estimates on personal experience in I exas as an advertiser. Daily Statesman, Austin; Daily News, Galveston; Daily News, Dallas; Christian Conrier, weekly, Dallas; Texas Baptist Heraid, weekly, Dallas; Texas Baptist Heraid, weekly, Dallas; Texas Farmer, weekly, Dallas; El Pasa Heraid, daily; Fort Worth Gazette, daily; Houston Post, daily and semi-weekly; San Antonio Express, daily; Evening News and SemiWeekly News, Waco; Artesia, Sunday, Waco; Baptist Standard, weekly, Waco, The Gaiveston and Dallas News, Fort Worth Gazette, Houston Post, Waco Evening News, Austin Statesman and San Antonio Express cover fully the daily field in the State.

Tom Jackson, Waco, Texas.

#### UTAH.

The short essays on how to advertise in a State, now appearing weekly in PRINTERS' INK, will eventually be published in book form. Populations are from the census of 1890, and all newspaper facts and statistics are based upon the American Newspaper Directory for 1894.

Population, 207,905. Issues 64 newspapers—10 daily. Area, 82,190 square miles. Inhabitants to the square mile, 2.43.

The cities having more than 10,000 inhabitants are:

Salt Lake City ...... 44.843 Ogden ..... 14,889

The following is a complete list of Utah papers accorded over 1,000 circulation

Circulations to which the asterisk is attached may be relied upon absolutely.

DAILIES.	
Salt Lake City, Salt Lake Tribune, Ogden	2,250
SEMI-WEEKLIES.	
Salt Lake City. Descret News,	4,000

Logan Journal 1,872\*

WEEKLY.
Salt Lake City Salt Lake Tribune 2,250

SEMI-MONTHIJES.

Salt Lake City. Juvenile Instructor..., 7,500
Woman's Exponent... 2,250
MONTHLIES.
Salt Lake City. Contributor......... 5,000\*
YoungWoman's Jour. 3,000\*

The leading daily of Utah, the one paper having a credited circulation in excess of any other daily, weekly or monthly, is the Salt Lake *Tribune*. The Deseret *News* is the Mormon organ. The Mormon church in Utah numbers 118.201 members. A majority of the religious sects, however, are gaining a good foothold in the territory. The Mormon population is chiefly occupied with agriculture, but much of the soil is at present sterile.

WOULD-BE publishers and editors on the watch for a promising location in which to start a new publication can obtain knowledge regarding such desirable towns in Virginia, North Carolina and South Carolina by addressing the manager of the Southern Newspaper Union, Charlotte, N. C.

MANY of our cares are but a morbid way of looking at our privileges.—Walter Scott.

#### THE PEOPLE WERE HUMBUGGED.

According to Mr. Lewis Garrison of the *Ohio State Journal*, the following article was published some time ago in the Hillsboro (Ohio) *Gazette* in a write-up of the different local firms:

BYLAND THE CRANK.

HE DON'T WANT ANY MENTION IN THE

Walking down High street we were startled by seeing a tombstone in the pavement inscribed, "Byland's Bazaar." Next we saw a broad stairway covered by signs (sides, top and bottom) advertising a host of things useful and ornamental. Ascending the stairs we brought up against a glass door in which was the inscription, "B Island's Bazaar," On opening the door we set off an electrical bell, which called forth the most cantankerous crank it has ever been our misfortune to

This cross eyed cuss came hustling out inquiring: "What can I do for you?" The Gazette man passed out his card and sought to engage "his nibs" in conversation, but he soon gave us to understand that it was "treat, trade or travel" with him, and we made known our business. Said he: "So you want to write me up. See here, I've been on this spot twelve years selling the best goods money will buy for less than the same grades can be bought in Cincinnati or New York and all of the better class—the wise and wealthy of seven counties—know it and come here to

The insufferable conceit of this crank prompted him to keep on talking. Said he: "We control prices on all kinds of first-class goods for a radius of thirty miles. It is merely necessary to mention Byland's to get whatever you want at your own price from our competitors."

competitors."
"What," said we, "you don't mean to tell me that in this dirty little den, with a cart load of goods, you control all these largestores with their beavy stocks, years of experience and great capital." The assertion is preportion. At this somewhat interest mine and creat capital. The sate of the stock of the said: "Of course such a statement is simply incredible and nobody but my competitors believe it. They know that I can are tail and make unoney at the price they would have to pay wholesale, and if they let customers learn this fact, their trade among cash buyers and those who are not governed by their political and other prejudices would be at an end. Therefore they cut their prices, regardless of cost, whenever my name is mentioned. Of course the vast majority of people are compelled to buy on time and consequently must trade where they can get credit. To this class must be added those who cannot

control their instinctive prejudices.

"Then there is the old maid, so crazy for a beau that she will pay two prices and take shoddy if she can get the undivided attention of a nice young man for a few minutes. So it is not necessary to say that we leave all these folks to the tender (?) mercies of our cunning and cute competitors, while we address ourselves to handling the orders of those who know what they want and have the money to

handsome mations, and wise and wealthy people through an in the great some more of the pretty girls, handsome mations, and wise and wealthy people through an ad in the Gangelle?"

" Nope-guess I've got them all," cried the

crank, "Well, how about holiday goods?" sug-

gested we.
"Now, there's sense in that question, ordinarily at least, but in our case it doesn't suit. Because we are too well known to be absolutely the only house here handling really fine and appropriate goods of that class at reasonable prices. Now, don't misunderstand me. I say at 'reasonable' prices. Others have plenty of nice things but you'll have to mortgage your home to buy them. We propose to give our customers the most of the enormous profit there is on such goods. Our customers are truthful and shrewd themselves and believe what we tell them about our

goods
"No-an ad in the Gas-tte might do me more harm than good—might fill up the store with a lot of people who want to ask prices and don't want to buy. No, sir-I don't want

Well, Byland, you won't get one.

"When I looked over the extra large paper of that date," says Mr. Garrison, "which contained all the nice things said of the various business houses, I read but few of the notices; but coming to the article of 'Byland the Crank,' it immediately attracted my attention, and I read it three times.

"I was under the impression that the Gazette man had really written Byland up; and, as I thought it rather sensational, I showed it to all the home folks, and it was the talk of the town

for the next few days.

"Happening to call on Byland shortly afterwards, I found him to be as the article represented. He said the Gazette man wrote a very nice, smooth article about him, and offered to insert it for \$5.

"He threw it aside and composed the article printed above, which he knew would attract more attention than the one the newspaper man had

prepared.

I asked him if he thought it good advertising to use such derogatory terms of himself, and he said he had replies from people all over the several counties, and they all seemed to think he was badly used by the Gazette, and wanted to know why he did not prosecute the newspaper. He said he mentioned in the article all the goods he had to sell, also the fact that he sold goods cheap, and these points were all he wished to get before the public.

"Now, I want to ask the editor of PRINTERS' INK if an article of this kind pays in advertising a business?"

THERE are some very suggestive signs over stores in this city. For instance, "P. Schutt," is the name on a gunstore on Broadway, near Davis street.—Cleveland World.

#### THE MAGAZINE SUPPLEMENTS

"Good morning!"-Yes, "we've used it,"

witness these spotiess palms; And we find the Oil of Cod Fish quite a treat; We rejoice to know good Varnish from the multitude of shams,

Or be told that Can-ny Soups are good to eat,

For our lamp we find a Chimney that "Mac-duff" could never mar; Can of "Cycles" easily pick the dozen best;

May learn of tours ecstatic in a Raymond Parlor Car,

Or select some twenty Typewriters to test.

A Democratic leaven with a "Royal" claims our eve

Or the list of things "Sapolio" will clean;
"Pearline's" perfections ponder, and no
"counterfeit" would buy,
And we note some "cuts" of Penknives

razor-keen.

Next the babe that "Mellin" rescued meets

our eye with stolid gaze, Vis-a-vis to Williams' pe peerless Shaving Cream.

And the negative perfections of the Photographic craze,

Or we need no coal to heat our house by Steam.

En Espagne we build a cottage just to try that "Shingle Stain;" Read of Oxen whole concentrate in a Jar;

Learn that other brands of Coca are but swindles plump and plain,

And what we mistook for watches "cases" are.

Note this winter's "Waterbury" drop its erst eternal spring; Find that "Douglass" sells the best three-

dollar shoe; See that "Christy" Knives for kitchens are

the very latest thing, And that Cottolene is best inside of you.

To "write up" our impressions find perennial

"Fountain Pens,"
Or a "Dixon pencil" (Dixon with a "Bee"); While the Lamp of sundry makers each the greatest radiance lends, And the Ivory Soap floats "godliness" to

-Francis I. Maule.

#### A KENTUCKY IDEA.

me.

The cut reproduced below is taken from the Iron Age and represents a bicycle and The original consists entirely of farider.



miliar household articles, which were arranged by Mr. George B. Hart, of the hardware firm of George O. Hart & Son, Paducah, Ky.

## AN IMPORTANT RULING.

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That was an important ruling given by Judge O'Brien, of the Supreme Court, last week in the case of the "hump" hook-and-eye. It seems that in the section of the United States statutes, laws of 1881, bearing on trade-States statutes, laws of 1881, bearing on trademarks, chapter 138, section 3 shows that the use of a name of an individual as a trade mark is forbidden, and under no circumstances could such a trade-mark be registered.

Upon this law the court ruled that the plaintiff had no right to the exclusive use of the word "DeLong," as connected with hooks and eyes, or anything else.

If I remember rightly, there was an interesting case of this kind in the shoe business not more thanks and they were now.

not more than two or three years ago. A shoe dealer named Crawford down in one of the Southern States ordered some shoes of a Brockton manufacturer, and directed that they be stamped "Crawford," or "The Crawford Shoe," or something of that kind, and the manufacturers proceeded to fill the order, but they were enjoined by Bouve, Crawford & Co., who had spent a large amount of money in advertising "The Craw-ford Shoe," on which title they held a copy-

right.
The result was decided in favor of the en-folining firm. This ruling of Judge O'Brien, however, is in effect a reversal of that decis-however, but allow any man whose name is however, is in effect a reversal of that decision, and would allow any man whose name is Crawford to have his name placed on the shoes he sells. There are several popularly advertised shoes which are similarly handicapped. But the man who has his picture on his shoe has the advantage, as no one can infringe on a copyright of that kind .- Boot and Shoe Recorder.

#### MR. BATES IS SOUND.

It lies entirely with the publisher whether or not he will accept a contract for advertising which calls for a specific position. It is merely a case of yes or no. If he agrees to give iy a case or yes or no. If ne agrees to give the position top of column next to reading on the fifth page-or any other page, or any other position—and at the same time agrees that no charge shall be made for wrong insertion, I cannot see what complaint he can have if the advertiser holds him strictly to the letter of the contract.

The claim is made that sometimes it is im possible to give the position agreed upon. By the time a man has published a newspaper a few years, it seems to me that this contingency would be taken account of, and that if it were would be taken account of, and that if it were impossible to carry out such a contract, it would be very foolish to make it. If the publisher cannot give the position agreed upon, he has the alternative of leaving the advertisement out of that issue. In that case, he would very naturally not make any above for the investion. sharge for the insertion.

When an advertiser wants a position for when an advertiser wants a position for his ad, he wants it. He would not make the contract if he could not have the position stipulated. He would merely withhold the order. It is to be assumed, therefore, that he would prefer having his ad left out of the pa-per entirely in any one issue to having it inserted in the wrong position.

The whole question seems to resolve itself into this: There is no power on earth that will compel a publisher to enter into a contract that he believes to be unprofitable to him; but once entered into, the contract should be carried out in every detail exactly to the letter, or he should expect no pay for it. -C. A. Bates, in Newspaperdom.

#### CANCELED CONTRACTS.

A decision of general interest to publishers as rendered recently in the English courts, which has an important bearing on the matter of advertising contracts.

A publisher sued an advertiser for a sum of money, being the balance for an account for

money, being the balance of an account for a series of insertions of an advertisement in the plaintiff's publication. When only a part of the order was com-pleted, defendant wished the advertisement to cease appearing. This order the publisher declined to act upon, and after the completion of the full term of the order, payment was applied for

applied for.

This was refused on the ground that the order had been countermanded, and an action action the consequence. for obtaining the amount was the consequence. The court ruled that the defendant was not liable, as he had countermanded the order. The only recourse for the publisher was to sue for breach of contract, and if he could show loss in consequence, he might be awarded damages.

There are few newspapers in this country but have a number of incomplete contracts, on many of which further orders will never be received.

It is not an unusual thing for advertisers and advertising agents to contract for a larger amount of space than they expect to use. In this way a lower price is often obtained, and other concessions are granted because of the size of the contract.

They rely upon the assumption that publishers are so anxious for business that they will not resent instructions to "wait orders" or dare to demand short-time rates for the insertions given. Although some publishers insist upon the short-time clause in their contracts, it is rarely enforced. It is a matter to which more attention might be given with profit to the newspaper business.—The Fourth Estate.

#### NEW SOURCE OF FLECTRICITY.

Our ice cream is perfection itself, being frozen by electrical machinery especially constructed for us and made from pure Jersey cream only.-From a circular of the Robinson Drug Co.

#### FAVORS GOOD TYPOGRAPHY.

A piece of printed matter can't talk back, It can't answer objections or offset a bad im-pression with smart replies. It is much bet-ter to have it irrepreschable. Have it by all means prepossessing. It is quite evident that first impressions are the ones that count. Wilkinsburg (Pa.) Independent.

#### ONE OF THE NECESSARIES OF LIFE.

Nothing in this world is so cheap as a news paper, whether it be measured by the cost of its production or by its value to the consumer. We are talking about an American, metropolitan, daily paper of the first class. It's so cheap and so good you can't afford in this day of progress to be without it.—Chicago Record.

#### A TONSORIAL ADVERTISEMENT.

About as good a Christmas present that a young lady could give a young man would be a check of sufficient capacity to enable him to get shaved at Charlie Parker's for a year. It would insure comfortable courting at close This is just a hint to the girls who don't like to be used rough.-Ex.

#### THE LITERARY ART OF PUTTING THINGS

Those merchants who have watched and studied the advertising pages of any progress-ive and enlightened journal or magazine, must have been struck with the great change which has taken place in the last few years in the style and get-up of the average advertisement, as well as the matter now found most attractive to the eye of the person it is most desired to reach.

This may truly be called the era of adver-tising, and the firm which relies solely on old-time methods and the old stereotyped matter is neglecting its opportunities and is not going

with the times.

There was a period when old-established firms of national reputation could afford to do this and not bother themselves, but that time has passed, and the firm that wants to keep up with the great procession that is to start just as soon as business resumes its normal gait, will be wise to give the matter of its advertisement due consideration as to its availability under the new conditions of trade.

It is indeed a curious change from a (comparatively speaking) few years ago, when it was considered derogatory to a publication to contain advertising, and a few high-class publications were actually published without them, while others laid down cast-iron rules as to what the advertiser paying his money for the privilege should be permitted to do, and what he should not. That, however, is a

last year's egg.

is no longer an objection to a newspaper that it contains advertisements. On the contrary, there is reason to believe that a paper which should contain no advertisements would be not only behind the times, but fails to give its readers a feature containing much current and useful information, and, withal, much en-

tertaining reading.
In late years the writing of advertisements has become a special feature in journalism a branch of literature requiring information and calling for brightness and versatility.

In the years to come the writing of advertisements which will always attract attention will become more and more a literary employ-ment, since the writer must not only be well read, but possess in a high degree the literary art of putting things. And these are the only members who have a sure hold on the life success of their adopted business. At the rate this branch of newspaper making is being developed, the time is not far distant when it will be announced that this or that noted advertisement writer will contribute a special advertisement to a forthcoming issue, for the same reason that publishers of magazines now announce that the next number will contain a story by Howella or a poem by James Whit-comb Riley.—Tobacco.

#### WHEN ADVERTISING STOPS THE SALE CEASES.

"You must get tired keeping all these trifles in stock," said a chance customer to a druggist as he glanced over a showcase containing at least a score of small patented ar-ticles. "We do," replied the druggist, "yet customers come in every day asking for things that we have never kept, and we have hundreds of dollars' worth of unsalable articles on our shelves. The life of these patentees is ordinarily only a few years. They are widely advertised until they obtain a large sale. Then the advertising ceases, and soon sale. Then the advertising ceases, and soon sale. Then the advertuning team is no longer the sale languishes until the thing is no longer

#### BARGAINS IN DAMAGED CAKE.

Bargain day in dry goods establishments has become a feature, and on that day the women make their purchases in this line at "less than cost." Quite recently the bargain-hunting craze has taken a new turn in Brooklyn, striking an enterprising bakery on Fulton street. Pedestrians were first attracted to the novel idea by a large sign in front of the door, reading as follows: "Bargains today in Cake and Bread." Another sign, located in the window, read: "Special Sale! These Loaves at 5 cents, Reduced from Ten Cents," Still a third sign made this announcement: "All Kinds of Cake at Half Price Today." Judiciously distributed around the window were a series of highly-colored signs setting forth the fact that yesterday's bread was being sold at less than half price. The place was at times crowded to such an extent as to make it impossible to get within fifty feet of the door.—Business,

#### WINDOW DRESSING.

Arrange the light by means of polished re-Arrange the light of means of possible to fectors surrounding the lamps or gas jets, so that the rich, warm glow is reflected downward and backward, taking in its embrace everything included between the plate glass and the background.

Be careful to cover the lights, so that the lamps or gas jets will not be seen by persons on the sidewalk.

Draw the window shades down at night to point within about four feet of the bottom of the window so that the lights cannot be seen, only the reflection. This makes the upper part of the window very dark and intensifies the light at the lower part, giving a more brilliant display.

An excellent scheme is to have different colored electric lights arranged to change from one color to another, -American News-

WILE.

#### THE ARCTIC PRESS.

There exist at present in the Arctic re-There exist at present in the Arctic regions several journals that make their appearance but once a year. They are therefore not "journals" (literally "dailies"), accurately speaking, but "annuals." These sheets are published within the confines of the north polar circle. The Esking Bulletin, for example, is edited near Cape Prince of Walse or Behving Strit. Here is a "literal". Wales, on Behring Strait. Here, in a village inhabited by Eskimos, the English mission-aries have established a school, and as but one steamer lands at this place, and that, too, but once a year, the news that it brings is consigned to a sheet of paper printed with the hektograph. Its size is eight by twelve inches. The paper is very thick and but one surface is used. This journal, in a sub-head, claims to be the "only yearly paper." This, how-ever, is an error, for there is an annual sheet published at Godthaab, in Greenland, where a small printing office was established in 1861, whence about 280 sheets and many litho-graphic prints have been issued. The journal in question is entitled Atuagagdlintit, na-linginarmik twarumiwasassumik, i. e., "Something for reading, accounts of all sorts of entertaining subjects." It has been pubof entertaining subjects. It has been purised to the state of the Eakimo. There of the Eakimo. There is still another periodical published in Green-land under the name of Kaladit. -Oakiand. Cal., Echoes.

#### IMPOSSIBLE.

You can't make a silk purse out of a pig's tail; neither can a newspaper make the world believe its town is on the crest of prosperity when its advertising columns do not back up the statement .- Ex.

#### HE HAS AN EYE TO BUSINESS.

A St. Petersburg editor has hit upon the notion of printing his journal on paper suit-able for making cigarettes. It is said that its circulation has been greatly increased by this means, as the Russians are largely given to smoking cigarettes, which they make them-selves.—Music Trade Review.

#### STILL HAYSEED.

The modern and the ancient schools differ. The same in advertising as in correspondence, As much goes now in twenty words as for-merly in fifty. Advertising has become an interesting feature of some newspapers. In other newspapers it still savors of hayseed,
Is your advertising of the "up-to-date" kind?

—Pittsburgh Bulletin.

#### TO BE SURE.

"Why don't you run a newspaper like that?" a groceryman said to a reporter the other day, a groceryman sau to a reporter the other day, throwing out a Chicago daily, "For the same reason that you don't run a grocery store like that," the reporter replied, turning to an advertisement of a Chicago house, showa twelve-story building. The grocery man looked attentively at the picture a moment and said: "I never looked at it that way be-fore."—Ex.

#### INDIAN "BULLS."

The newspapers published in the native tongue of India occasionally contain para-graphs which testify that "bulls" are not

confined to Ireland.

One paper, on the day of its birth, came out with two blank pages, and in one of its columns announced with unconscious simplicity that some "specially interesting mat-ter" had been held over for want of space.

Another journal printed this brief announcement: "Our next paper day falling on Christ-mas day, the next issue of this journal will not appear."—Youth's Companion.

#### THEN AND NOW.

At one time, the retailer hunted up the job-ber. A large force of indoor salesmen was required and no traveling salesmen were em-ployed. At a later period, traveling salesmen notified the merchants in the towns on their notined the inerchants in the towns on their circuits when they would show their samples in their city, and the retailer called and gave his orders. In recent years, "indoor" salesnis orders. In recent years, Indoor sates men found it necessary to grab the gripsack and hunt for orders in the retailer's store. To-day, the crowded representation on the road compels wide-awake houses to help their agents by the powerful aid of printer's ink, and the houses who do not advertise must sooner or later be relegated, - Grocery World,

Business Manager-Why do you always insist upon having the advertisement of your remedy for that tired feeling placed at the bottom of the column?

Advertiser-When the people who read your paper have read to the bottom of one of its columns, they are more liable to feel the need of my celebrated remedy,—Profitable Advertising.



A POSTAL DECISION.

Farmer Westchester-Well, I'll be durned if I know in which box I should put this letter. It's got to go to a hired girl, but she lives in Jersey .- Truth.

Publisher-No, sir; we never thick of printing advertisements in this paper as news. Advertiser—Well, as I want my ad to be read, I wouldn't pay five cents a line to bave it appear as editorial matter. - Profitable Advertising.

THE advertiser wrote the words, "It pleases the masses," in his advertisement. During the passage of the form to the press-room, the space fell out between the words, "the masses." The pressman picked it up and put it in place, as he thought. Imagine the advertiser's feelings when he saw the sentence read thus: "It pleases them asses!

#### AS TO ADVERTISING.

Merchant-Do you think advertising pays? Book Agent-No, I don't.

BOOK Agent—Wo, 1 don't,
Merchant—Why not?
Book Agent—Why not? Because it takes
all the people to your store to buy goods, and
I can't find anybody at home to sell a book
to; that's why not.—Detroit Free Press.

#### REVENGE.

Tired Reporter-Mr. Shears, the man you sent me to interview got mad. Able Editor—He did?

"And choked me.

And hit me in the eye."

"Ye powers,"
"And kicked me down stairs,"
"And kicked me down stairs,"

"The low-lived scoundrel! Spell his name wrong. -London Tit-Bits.

#### THE RATIONAL ORDER,

"Father," said the young man, "when I go into business, I propose to work on an entirely new system." Indeed?

"Yes. I propose to make a rigid study of economy the first thing. I shall proceed im-mediately to dispense with advertising."

"Dispense with advertising?
"Yes, sir."

"My boy, you've got the cart before the orse. What you want to do the first thing is to reach out and get something to economize over."—American Industries.

"I HEARD a voice cry, 'Sleep no more!'" -Macbeth.

#### CURIOUS SIGNS.

Speaking of signs the other day with a friend, he mentioned the fact that on one of the avenues was a sign which read-(I disguise (he name):

BLANK & Co., WHOLESALE DRUGGISTS, INCORPORATED. 1022.

Now this seemingly shows either a mistake or a pretty old firm, but the explanation is that 1022 is the number of the street, and there is a period after the word "incorpo-rated."

In Brooklyn there are two signs which read rather curiously. Both are on Fulton street, and one reads:

574 OLD BOOKS BOUGHT.

and the other, in our own trade, reads:

222 RUBBERS.

There is also a sign on the same street of:

SAVAGE, SHOEMAKER.

-Boot and Shoe Recorder.

Gastonia, N. C., has no hotels, banks, dentists, hardware stores, livery stables, flouring mills, iron works, furniture stores, harness factories, blacksmith shops or sash factories; or, if it has, they do not advertise in the Gasette, the only paper printed there.

### Displayed Advertisements

30 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.

SUPERAOR Mechanical Engraving, Photo Electrotype Eng. Co., 7 New Chambers St., N. Y SWISS People, the advertiser's Eldorado.

500,000 in U.S. Official organ proves
more than 15,000 circ. Send for rates.

AM. SCHWEIZER ZEITUNG, 116 Fulton St., N.Y.

HEST HALF-TONE PORTRAIT, Single col

CHICAGO PHOTO ENG. CO.,

POSTAL NOTES ABOLISHED.

The only substitute that will accommodate or satisfy the people is our PATENT CON MAILING CARDS. Indispensable to a mail business. Special imprint on cards free Address for ALVORD & CO., DETROIT, MICH.

\$100 PER PAGE for both Magazines.

F. E. MORRISON, Adv. Mgr., 500 TEMPLE COURT, N. Y.

RACKS

MENTION THIS PAPER WHEN YOU WRITE For holding Papers. Letter Files, Letter Books, Circulars Printed Matter, Anykling, Cican, Light, Strong, Hand-some, Pertable. In use all over United States. Send for Catalogue and testimenials.

POPE RACK COMPANY ST.LOUIS, MO.

## HOW ABOUT A WEB PRESS

That can be Economically and Successfully operated by a SMALL MAN and a BIG BOY?

That will Print, Perfect, Paste and Fold 9,000 to 12,000 four or eight-page papers per hour?

That, including the folder, occupies a FLOOR SPACE of but 12 ft. 8 in. by 7 ft. 4 in., and requires No PIT?

The "NEW MODEL" is such. Write for CATALOGUE.

CAMPBELL PRINTING PRESS AND MFG. CO.

334 DEARBORN S REET, CHICAGO.

1 MADISON AVENUE, NEW YORK, **......** 

## The Wooden Horse of Troy

was an element in ancient history. There's nothing wooden about THE Troy Press — so advertisers say. Send for a sample. New York Office, 11 Tribune Building.

ANALANA KANDA K

## Democrat.

### 13,000 Daily. 4,000 Weekly.

THE DEMOCRAT gives resultsread what a Grand Rapids Advertiser says:

"I have taken and read the Grand Rapids DENSOCRAT ever since I have been in the city and can say, frankly and with pleasure, that it is the best written, cleanest, and has the largest circulation of any paper in the city. I have also been advertising in its control of the city of t

THE DEMOCRAT is a necessity and not a luxury to advertisers who cover Michigan. Any information desired relative to THE DEMOCRAT can be obtained at the Home Office, or of

I. D. LA COSTE. 38 PARK ROW NEW YORK.

## l'ime Is Coming

soon when you will make your lists for

Fall and Winter Advertising.

You want good returns for money invested. To do this, judgment must be used in making selections of good-paying mediums.

mediums.
You lack good JUDGMENT and EXPERIENCE if you leave

## The National Tribune

off your list.

Have you ever tried it? It's a paying medium, as most general advertisers know. Some have been with us ten years, which is proof of a good thing.

Can we interest you to the extent of an order?

Send your advertisement and let us give you an estimate on it, or send for rate card.

......

THE NATIONAL TRIBUNE.

Washington, D. C.

Branch Office: 66 World Building. Byron Andrews, Manager.

## The Vickery & Hill List, Augusta,

## CIRCULATION 1,500,000 copies per month, guaranteed

#### ANOTHER TESTIMONIAL.

C. E. ELLIS,

DEAR SIR—On going over our records for the past eight months, we find that the pro-ortionate returns (cost considered) from The Vickery & Hill List, with two exceptions, are portionate returns (cost considered) from The vickery of this loss, with two better than from any of the two hundred papers used on our 1893-4 schedule.

We desire no more evidence that you circulate to the extent claimed.

Yours truly,

Robt. Inger

ROBT. INGERSOLL & BRO.

Rates, or any other information, furnished from the home office, Augusta, Me., or by C. E. ELLIS, 517 Temple Court, New York City, Special Representative.

## West Virginia,

Wheeling is the only city of

40.000 POPULATION.

Wheeling is the center of a population of 200,000.

In Wheeling the EVENING and SUNDAY NEWS is the leading paper.

It has a larger total circulation than any other paper in West Virginia, and a fifty per cent larger local circulation than any other paper in Wheeling.

The NEWS is the only paper in West Virginia whose circulation is general-teed in "Rowell's Directory." These facts should be considered by advertisers destring to cover Wheeling and vicinity.

C. E. ELLIS, Manager Foreign Advertising, 517 Temple Court, New York City.

## REACHESTHE HOMES!

In the homes of 30,000 well-to-do persons in Wisconsin, Minnesota and the Dakotas

......

## THE WEEKLY WISCONSIN

is a regular and welcome guest. It is a "family paper" in the true meaning of the term, and is a most successful missionary for advertisers.

THE EVENING WISCONSIN CO.,

MILWAUKEE, WIS.

Eastern Branch Office:

10 Spruce St., New York.

-----

CHARLES H. EDDY, Manager.

Established 1878.

Eight Pages. Seven Columns.

SINGHAMTON, N. Y.

The DAILY LEADER, which has re-cently been reduced from \$6.00 to \$3.00 per year, is the only Evening Paper be-tween New York and Buffalo with the Associated and United Press Fran-chises, selling for a penny.

Circulation, 8,200.

The DEMOCRATIC WEEKLY LEADER. Reduced from \$1.50 to \$1.00 per year. Eight pages, seven columns. Estab-lished 1899. Issued every Friday.

Circulation, 6,500.

The LEADER is sold in 150 towns and villages in New York and Pennsylvania, and is the Best Advertising Medium in the United States. Address

THE LEADER, Binghamton, N. Y.

Office for Foreign Advertising,

132 Nassau Street, N. Y.

S. S. VREELAND, Manager.

The

## Toledo Blade,

TOLEDO, OHIO.

THE DAILY BLADE.—It has the largest circulation of any Daily in Ohio, outside of Cincinnati or Cleveland.

THE WEEKLY BLADE.-It has the largest circulation of any Weekly-to-a-Daily in the United States.

For Advertising Rates in Either Edition, address

THE BLADE, TOLEDO, OHIO.

New York Office: 33 TRIBUNE BUILDING, NEW YORK.

PUBLISHED SEMI-MONTHLY.

CIRCULATION. 123,000

PER ISSUE.

Testimonial Number One. "HOUSEKEEPER."

Minneapolis, Minn.

Gentlemen-In looking over the list of replies from our little advertisements in the various journals, we are pleased to note that, taking into consideration the circulation, the returns from your medium are surpassed by no other.

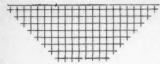
Thanking you kindly for all favors, we remain, yours very truly,

N. SPENCER THOMAS CO.,

Elmira, N. Y.

FOR SAMPLE COPIES AND RATES, APPLY TO THE HOUSEKEEPER. Minneapolis, Minn.

Or to C. E. ELLIS, Special Representative, 517 Temple Court, New York City.



And the Manchester

## Saturday Telegram

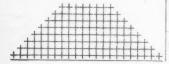
Has the largest circulation of any paper in the State—by far the largest. It is the only paper in New Hampshire having more than 5,000 circulation that is ready and willing to make known its exact issues.

AVERAGE CIRCULATION FOR 13 WEEKS
ENDING JUNE 1ST,

61,875

COPIES PER ISSUE.

NEW YORK OFFICE:
517 TEMPLE COURT,
C. E. ELLIS, MANAGER.



# ST. LOUIS CHRONICLE

IN THE LEAD

THE CHRONICLE FIRST.

PRINTERS' INK, a New York weekly journal for advertisers, George P. Rowell & Co., Publishers, May 30, last, published the following concerning St. Louis dailies: "In St. Louis the largest daily circulation is given to the Evening Chronicle, a large onecent paper, delivered by carrier at six cents a week. It guarantees to its advertisers a larger circulation than any other daily in the State and a larger paid circulation than the combined circulation of all other St. Louis afternoon papers. Next to the Chronicle comes the Republic, with more than 58,000 circulation, and then the Globe-Democrat, with more than 51,000. No intelligent advertiser would think of neglecting any of these papers."

## The Chronicle

### GUARANTEES TO ADVERTISERS:

FIRST—A larger daily circulation than any other daily newspaper in the State of Missouri.

SECOND—A larger circulation in the 400 cities and towns surrounding St. Louis than any other dailynewspaper.

THIRD—A larger paid circulation than the combined circulation of all other St. Louis afternoon papers.

## Circulation, 75,000 Daily.

E. T. PERRY,

Manager Foreign Advertising Department, 53 Tribune Building, New York,



VOLUME 6 Nº II (M.M.71) PRICE 25 CENTS PER YEAR SEPTEMBER 1894

THE CANNETT & HORSE CONCERN

Copyright, 1894, by The Gannett & Morse Concern.

\$5 A LINE

BUT

IT PAYS.

That's Comfort.

Space of us or of agents. The Gannett & Morse Concern, Publishers. Home Office, Augusta, Me. Boston, John Hancock Building. New York, Tribune Building. Lewis A. Leonard, Representative.

Advertisements, Booklets, Catalogues, Pamphlets and

# General Job Printing

We attend to the whole business.

Tell us what you want---we will
do the rest, and nobody can do it
better. Address

WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce Street, New York.

MANAGE OF THE PARTY OF THE PART

A newspaper publisher who desires to obtain a specified number of due bills like this,

SAMPLE.

#### Good to Bearer

#### Two Dollars.

Payable, if presented before January 1st, 1896, by a year's subscription to

#### RINTERS'

A Journal for Advertisers. To be sent to the name and address written on the back of this due bill.

Yoid if not presented at the office of PRINTERS' INK, No. 10 Spruce St., New York, within the time specified.

may have as many as can be agreed upon, and pay for them by inserting an advertisement in his own paper.

It will pay every publisher to see to it that his advertising patrons are regular readers of PRINTERS' INK. It makes them more intelligent, and consequently more liberal advertisers.

If interested, please address

#### PRINTERS' INK.

10 SPRUCE ST., NEW YORK.

The Pittsburgh Chronicle CIRCULATION OF Telegraph

FOR THE SIX MONTHS ENDING JUNE 30, 1894.

DATE	IANUARY	FEBRUAR	Y MARCH	APRIL	MAY	JUNE
	Holid'y	46,290	44.577		54.140	57.567
	47,491	44,316	41,449	43,445	52,595	56,526
2	40,701					00,020
3	42,582	48,150	44,767	43,548	58,625	*****
4	42,789	*****	*****	46,205	56,580	56,995
5	42,802	43,950	40,943	45,590	56,470	56,915
6	45,614	51,977	48,150	47,942	*****	58,260
7		44,281	40,918	49,605	56,510	58,175
8	42,342	47,747	44,725		56,930	57,289
	48,098	44,484	42,721	48,900		54,960
9	40,000	22,101	40,101		57,692	98,900
0	42,603	47,606	46,382	48,865	57,337	*****
1	42,488			49,150	58,947	56,475
2	42,398	44,528	42,248	48,991	58,350	56,225
3	47,299	52,029	49,620	48,818		55,835
4		44,638	41,943	48,846	58,240	54,742
5	42,734	47,158	44,641		59,635	54,962
0				FO 011		
6	49,137	44,782	42,353	50,311	58,965	54,641
7	42,514	48,000	45,841	50,345	51,660	
8	42,570	*****	*****	49,475	52,747	56,152
9	42,788	44,428	41,621	51,827	51,870	54,863
0	45,702	52,373	49,239	50,751		54,289
1:	1000	44,592	41,524	52,436	68,860	53,341
2	43,194	47,117	44,815	00,300	59,243	53,210
0	49,412			74 000		
3	49,412	44,542	42,261	54,373	59,745	52,641
4	42,616	48,099	45,691	53,469	50,555	
5	68,572	*****		54,647	59,812	52,386
6	42,984	44,927	42,319	53,906	59,910	53,000
7	46,746	52,452	50,824	51,383		52,887
8	*****	45,596	48,505	52,840	62,660	51,382
0	42,509		46,197	CHAPTE	58,855	51,208
9	40,000			F4 F00		
0	49,070	*****	46,447	54,566	64,685	51,462
1	43,339	*****	47,784	*****	56,140	*****
OTAL	1,180,393	1,124,054	1,203,505	1,250,234	1,566,758	1,426,391
Returns	80,570	97,286	81,266	92,456	95,128	86,354
ET CIRCULATION	1,099,823	1,026,788	1,122,239	1,157,778	1,471,630	1,340,037

Total Net Circulation, 7,218,295.

Number of Days Issued, 155,

AVERAGE DAILY CIRCULATION, SIX MONTHS, 46.570.

City of Pittsburgh, 88.

City of Pittsburgh, ss.

I solemnly swear that the above is a true and correct statement of the circulation of The Pittsburgh Chronicle Telegraph, of Pittsburgh, Pennsylvania, for the six months ending June 30, 1894.

O. S. Hershman, Manager.

Sworn and subscribed before me this 17th day of July, 1894. : SEAL:

ALBERT H. EAMES, Notary Public. : ......

#### SUMMARY:

Daily Average for 12 Months ending June 30, 1894. 44,398 46,570 Daily Average for 6 Months ending June 30, 1894, Daily Average for 3 Months ending June 30, 1894, 50,890

> New York Office: 86 & 87 Tribune Building, C. J. BILLSON, Manager.

# Mountain News.

楽

THE OLDEST PAPER,
THE LARGEST PAPER,
THE BEST PAPER in
COLORADO.

※

THE NEWS offers advertising space at the lowest prices consistent with the best service.



THE ROCKY MOUNTAIN NEWS, Denver, Colo.

NEW YORK OFFICE,

11 TRIBUNE BUILDING.

# The Denver Times-Sun

# Guarantees to Advertisers,

#### FIRST:

A larger circulation than any other daily newspaper in the State of Colorado.

#### SECOND:

A larger circulation in the Cities and Towns surrounding Denver than any other daily newspaper.

#### THIRD:

A larger circulation than any daily newspaper between the Missouri River and the Coast.

#### FOURTH:

A larger circulation on the COLORADO WEEKLY SUN than any other weekly newspaper between the Missouri River and the Coast.

Address all applications for advertising space to

THE DENVER TIMES-SUN, Denver, Colo.



### **MESSENGER**

which will take your announcement into nearly

## 400,000 HOMES

There is no surer way of reaching a good class of purchasers than by advertising in this popular household magazine. An estimate and copy of The Ladies' World will be sent to any advertiser applying to the publishers,

S. H. MOORE & CO., 27 Park Place, - New York



ONE

ORDER,

ONE

CHECK,

ONE

STAMP,

ONE

ELECTRO.

WHAT

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MANY

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THE

C.

N.

U.

LISTS?

#### IN THE WEST.

The East is the manufacturing center, the West the agricultural.

During the recent depression factories have been shut down and money has been scarcest in the East. The Western farms have been raising produce right along.

It was in the East that Clearing House Certificates had to be issued. The Western banks were, as a rule, upheld by the ready money of the farmers.

The Middle farming States suffered the least of any part of the Union.

Harvesting is now going on. The farmers are converting their crops into money. They are ready to buy. What have you to sell them?

The C. N. U. List consists of 1400 country papers published in the region of the Middle farming States. It is an old established list, and is used by every advertiser of experience who wishes to cover the rich agricultural Western region.

May we send you our Catalogue.

#### CHICAGO NEWSPAPER UNION,

87 to 93 S. Jefferson St., ' 10 Spruce Street,
CHICAGO. New YORK.

littsburgh Chronide Telegraph DA1LY-10, 12, 16 PAGES

O. S. HERSHMAN, MANAGER.

Pittsburgh, July 26, 1.894.

New York, M. Wm. Johnston,

The progressive consumption of your ink by the Chronicle the climax. The fact is that the month in which we used two and Telegraph which you set forth by the publication of my letters in a recent issue of Printer's Ink, makes a good story, but it lacks

manufacturers, and I am now ready to testify to the merit of your From our experience, I feel sure that the quality of the ink you sent us will be maintained, in which case I shall expect to It gives us satisfaction, and I enclose herewith a check for \$100.00 for which send us five more barrels ( 1 1/4 tons). one-half tons of ink from you, we bought two tons from other buy many more tons from you. Manager.

My ink is just as good NEWS INK as can be bought anywhere at 25 cents a pound. It is not a matter of price.

My ink is the best in the world for newspaper work. That is all I claim for it.

To make it certain that I can suit, all that I need is to see a copy of the paper to be printed, to know the kind of press used and the temperature of the press-room; and, most important of all, a check with the order.

# The News Ink Trade.

I cannot sell Ink to a single New York daily.

There is not a daily paper in New York that would look at me if I should offer to supply all its Ink free.

The only way to sell ink to a big paper in New York is by fixing the pressmen; and the pressmen were all fixed before my trade began.

I sell Ink at four cents a pound that is better than any New York daily is using.

Every New York daily, without exception, pays more than 4 cents a pound, and gets a poorer Ink than I sell.

When Ink doesn't suit it is cheaper to converse with the pressman than to change the Ink; and, for that matter, no change in the Ink is likely to do much good. A conversation with the pressman will often work wonders.

Every Ink man wants to get his Ink into the offices of the big papers.

Each one is willing to pay the pressman.

The man who is supplying the Ink can afford to pay the pressman just as well as the man who is not. And he knows him better.

There is such a thing as good faith among pressmen. When the Ink manufacturer uses the pressman well, the pressman is moderately certain to use the Ink maker well in return.

They can help each other.

In this world we all have to help each other.

If a New York daily should buy Ink of me it would only be fair to increase the pressman's salary.

Every publisher of a New York daily ought to increase his pressman's salary and buy ink of me. We should all make money by the arrangement and it is hard to make money just now.

I sell the best news Ink in the world.

Address,

WM. JOHNSTON, Manager Printers' Ink Press,

# ANY COLOR YOU WANT!

- BEST IN THE WORLD -

# **JOB INKS**

Four Quarter-pound Cans for One Dollar, best Job Blacks or any color wanted:

> EXCEPT CARMINE. BRONZE RED, VIOLET, PURPLE AND FIVE-DOLLAR BLACK. FOR FOUR QUARTER-POUND CANS OF THESE SEND TWO DOLLARS.

For half-pound cans send double the price.

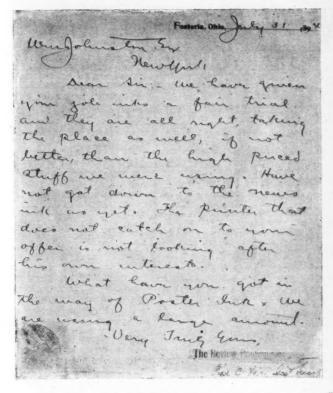
For one-pound cans multiply the price by four.

For more cans and more colors send more money.

For bigger cans send a BIGGER CHECK.

Address W.M. JOHNSTON,
Manager Printers' Ink Press,
10 Spruce St., N.Y.

# Poster Inks!



The five standard Poster Inks are Red, Yellow, Blue, Green and White. By blending these the pressman gets any color he wants. I sell Poster Inks in 5-pound cans at one dollar each. But the money has to come with the order. For more cans send more dollars. If ordered in kegs from 25 to 500 pounds the price is no more—20 cents a pound—See?

Address WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce Street, New York.

# THE ART OF BUYING.

"Well bought is half sold."

That's said of merchandise. It is true, and so the head of a house employs as buyer in each department a man specially skilled in buying that particular line of goods.

The western store-keeper often employs a resident "buyer" in New York. This buyer knows how, when and where to buy. His employer tells him what and how much.

We are buyers of advertising space. We know where to get the quality you need. We know where and how to get the right price

We will study your business and advise with you as to how much and what kind of advertising is best for you. We will select the media, prepare the advertisements, and buy the space—all subject to your approval at every step.

Write to us about it.

THE GEO. P. ROWELL ADVERTISING CO.,
Newspaper and Magazine Advertising,
10 Spruce St., New York.